

LIFE



QUEEN'S HOSTESS

MAY 29, 1939

10 CENTS

SHEAFFER'S

LIFETIME[®]
IDENTIFIED BY
THE WHITE DOT



Here is the ONLY Lifetime[®] pen—identified by the White Dot—matched with the new Fineline pencil, available only in Sheaffer ensembles. Thus Sheaffer matched sets are the ONLY ones that have ALL the up-to-date and necessary improvements.

FOR ALL GIFT OCCASIONS—\$8.50 to \$15

Sheaffer Pens are either lever-fill (Visulafed) or vacuum (full-length SKRIP visibility). Each fills full, cleans, empties, at ONE forceful stroke. Each is supreme in its field.



\$7.50
with pen

YOU GIVE THE WORLD'S FINEST WHEN THE WHITE DOT CROWNS YOUR GRADUATION OR WEDDING GIFT

For Weddings,
Graduations,
Birthdays, and
Anniversaries



When you launch a career or start a happy couple on a new life, your thought follows them down the years, your wish is to equip them for a lifetime . . . Perfect symbol of your wish is the ONLY Lifetime[®] pen; evidence that you ARE equipping for life is Sheaffer's Lifetime[®] White Dot . . . With this mark upon your gift, you give the finest of its kind, yet this gift is not expensive . . . So many occasions come once-in-a-lifetime—weddings, graduations, confirmations, important birthdays and anniversaries . . . To mark those days as they deserve, to give the ultimate in pride of possession, to give the gift that brings YOU to mind every day for life, it HAS to be a Sheaffer's Lifetime[®] gift!

All Sheaffer pen points are made of genuine 14K gold for longer life and better writing qualities. Some companies are substituting cheap gold-plated brass and steel to increase profits. Have your dealer guarantee the pen you buy has a genuine 14K gold point. If you buy a Sheaffer this guarantee is not necessary.

All Lifetime[®] pens are unconditionally guaranteed for the life of the owner except against loss and willful damage—when serviced subject only to insurance, postage, handling charge—35c.

W. A. SHEAFFER PEN CO., FT. MADISON, IOWA • TORONTO, ONTARIO, CANADA
SHEAFFER PENS • ALL COLORS • \$2.75 TO \$20

Feathertouch

Know Sheaffer's Feathertouch[®] pen by the two-tone point trade-mark.

Fineline

New thin lead discovery! Developed for Sheaffer by Joseph Dixon Crucible Co. 39% smaller writing point. Only real pencil writing improvement in 24 years.

SKRIP, Successor-to-Ink—perfect writing fluid! 2 oz., 15c; 4 oz., 25c. Permanent SKRIP makes better business records. Ask for SKRIP, the bottle with the side pocket well.

SKRIP-WELL

15c

Uses
the
Last
Drop



Double-length, thin, STRONG Fineline leads—permanently sharp because they're 39% smaller. Average user's year's supply—15c



PARA-LASTIK, the NEW way to paste; no curl, no wrinkle. Rubber cement users: Test Para-Lastik—non-inflammable; no toxic benzol. 15c and up. SKRIP-GRIP Liquid Paste or Mucilage, 10c and up.



"SON OF THE DESERT"

A hard picture to get — but Agfa Film got it!

IT'S HARD TO AVOID harsh contrast in a picture taken in bright sunlight. But see how beautifully Agfa Film does it!

Notice the remarkable tonal gradation... the deep, rich, velvety blacks, the sharp highlights, and the pleasing middle tones in between!

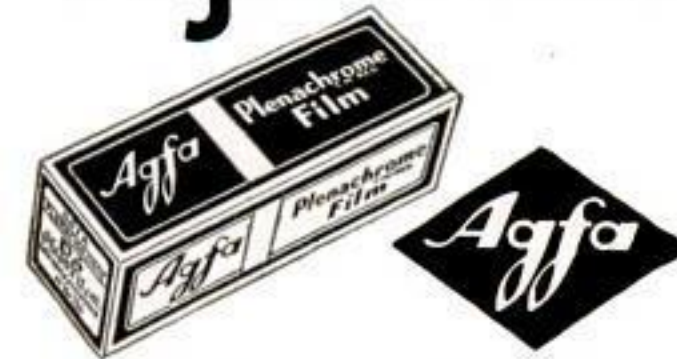
Agfa Plenachrome Film's famous "extra margin of quality" helps you get the best results under favorable conditions, and *surprisingly good* results even under

conditions you would ordinarily consider hopeless.

Plenachrome's fine grain, high speed, wide latitude, color sensitivity, and accurate response to light values make it a film you can *always* depend on.

Buy some Agfa Plenachrome Film, today...and start getting better pictures. Remember...every roll of Agfa Film is guaranteed: "Pictures that satisfy or a new roll free!" *Made by Agfa Ansco Corporation in Binghamton, New York, U. S. A.*

Agfa Film



"Pictures that satisfy or a new roll free!"

This One



2KE6-A0B-YW5J

Keep your Hair Good-Looking despite



Summer Sun and Soaking Water!



Use the VITALIS "60-Second Workout"

AN AFTERNOON of riding, tennis or golf—a plunge into the pool—no wonder you feel like a million dollars. But what a beating your hair gets! For the sun's merciless rays "cook" your hair until it's dry and brittle—then a drenching swim or shower completes the damage by soaking away natural hair oils left by the baking sun. Hair once good-looking becomes dull, lifeless—unattractive.

But Vitalis and the "60-Second Workout" can help you! As millions of men know, Vitalis is perfect for helping to combat the damaging effects of sun and water. Simply apply Vitalis, massage it briskly on your scalp until you feel the tingle as circulation is aroused. The pure vegetable oils of Vitalis soon aid your oil-depleted scalp. Your hair takes on a rich, lustrous look—it is easier to comb and manage. And there's no "patent-leather" shine!

Get a bottle of Vitalis at your drug-gist's, today. Use Vitalis and the "60-Second Workout" every day and see the wonderful improvement it makes in the health and attractiveness of your hair!



1 50 Seconds to Rub—Circulation of the scalp quickens—flow of necessary oil is increased—hair has a chance!



2 10 Seconds to Comb and Brush—Your hair has a lustre—but no objectionable "patent-leather" look.

Ask Your Barber

He's an expert on the care of scalp and hair. For your protection in the barber shop—genuine Vitalis now comes only in the new sanitary, individual Seal-tubes. Next time you go to your barber's, insist on Vitalis Seal-tubes.

VITALIS

HELPS KEEP HAIR HEALTHY AND HANDSOME!

LETTERS TO THE EDITORS

Mr. Wright's Building

Sirs:

Congratulations to LIFE on featuring Frank Lloyd Wright's "Office Building of Tomorrow" (LIFE, May 8).

Was it not Lewis Mumford who predicted several months ago that the New York World's Fair of 1939 would be chiefly remembered by historians for ignoring Frank Lloyd Wright?

IRVING MORTON FISHER

Woodbridge, Conn.

Sirs:

Congratulations to LIFE for its excellent photography of Wright's "Office Building of Tomorrow."

The picture of the main workroom on page 16 is particularly interesting to office workers. The rounded desks are a boon to those of us who bang our shins on the desk corners.

Congratulations, too, to the S. J. Johnston and Sons' office staff. We may assume that they make no errors since there is apparently not one waste-paper basket in the entire office!

E. A. WATSON

Toronto, Canada

Sirs:

My admiration and respect to LIFE for its recognition of Frank Lloyd Wright, America's greatest architect, whose concepts and designs would have made the two 1939 fairs really memorable.

GEORGE B. BRIGHAM, Architect
Ann Arbor, Mich.

Sirs:

LIFE credits Frank Lloyd Wright, with having designed a new, "genuine, American type of architecture, owing nothing to foreign inspiration, different from anything ever built in the world before." Perhaps this statement is true, but—his "golf-tee" supporting pillar was a development of the Cretans, master architects of the ancients, whose civilization dates back about 3,000 to 12,000 B.C. The Cretans used these smooth, cylindrical pillars extensively and evidence of their use may be seen in the ruins of the East Wing of the Palace of Minos as it stands today.

FRANCES HERSEY

Saginaw, Mich.

Sirs:

Theoretically, inspiration for the diminishing-diameter pillar was gathered from the royal date palm, which is larger at the top of its trunk than at the base.

Another theory is that the columns were so shaped not for the functional advantage of space-saving, as Mr.

(continued on p. 4)

YOUR ADDRESS?

IS the address to which this copy of LIFE was mailed correct for all near future issues? If not, please fill in this coupon and mail it to LIFE, 330 East 22nd Street, Chicago, Illinois.

EFFECTIVE _____

DATE

my mailing address for LIFE will be:

➔ NEW ADDRESS

Name _____

PLEASE PRINT

Address _____

City _____

State _____

➔ OLD ADDRESS

Address _____

City _____

State _____



You pay the usual cigarette price for Spuds—but you get unusual value!



Spud cigarettes have that master touch of menthol... to make them milder—much more refreshing.

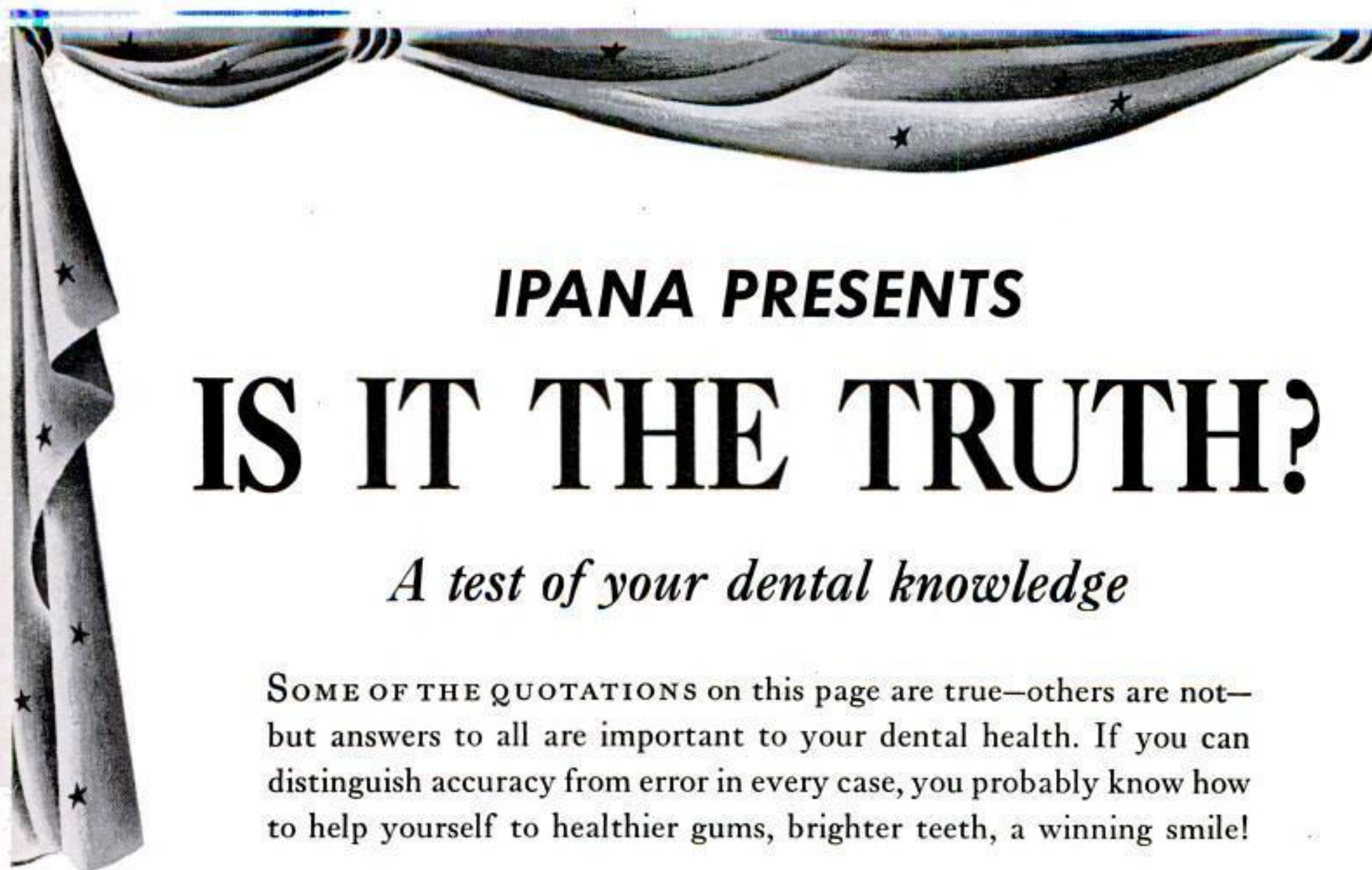


Made of top-quality tobaccos—accented and seasoned to bring out the full tobacco flavor for your enjoyment.



NOW POPULARLY PRICED!

Copr. 1939, The Axton-Fisher Tobacco Co., Louisville, Ky.



IPANA PRESENTS

IS IT THE TRUTH?

A test of your dental knowledge

SOME OF THE QUOTATIONS on this page are true—others are not—but answers to all are important to your dental health. If you can distinguish accuracy from error in every case, you probably know how to help yourself to healthier gums, brighter teeth, a winning smile!



"Our creamy, thoroughly-cooked modern foods are particularly good for our gums." True... or untrue?

The soft, delicious dishes that feature our modern menus require very little chewing. They deprive our gums of the vigorous, natural exercise and stimulation they need for health. To make up for the lack of needed exercise and so help the health of your gums and sparkle of your teeth, massage your gums with Ipana Tooth Paste. The quotation is untrue.



"Everybody's teeth are composed almost entirely of a substance called enamel." True... or untrue?

Enamel is the whitish substance that coats the crown, or exposed part, of a tooth—the part you reach when you brush your teeth every day. It is very hard, but only a thin, outside coating. Underneath the enamel comes a layer of "dentine," a softer and highly elastic substance which composes the greater part of the tooth. The quotation is untrue.



"'Pink tooth brush' should be interpreted as a warning to see your dentist at once." True... or untrue?

A tinge of "pink" on your tooth brush may indicate nothing more serious than tender, sensitive gums—gums that will most likely respond to the healthful stimulation of massage with Ipana Tooth Paste. But your dentist is the one to make the decision. If your tooth brush "shows pink," accept it as a warning. See your dentist at once. The quotation is true.



"The first permanent tooth that the average child cuts is called the first bicuspid." True... or untrue?

During or shortly after the sixth year, the first permanent teeth make their appearance. They are known as the *first molars*. These teeth do not replace any of the temporary or "milk" teeth, but come in directly behind the second milk molars. The bicuspid come in later, usually appearing when the child is about nine years old. The quotation is untrue.



"Many a modern 9-year-old knows more about dental care than his parents do." True... or untrue?

Thousands of grade school youngsters today are being taught by their teachers, in their classrooms, the importance of gum massage to firm gums and sound teeth. They are learning lessons in modern dental hygiene and proper care of the teeth that their mothers and fathers never were given an opportunity to absorb. The quotation is true.

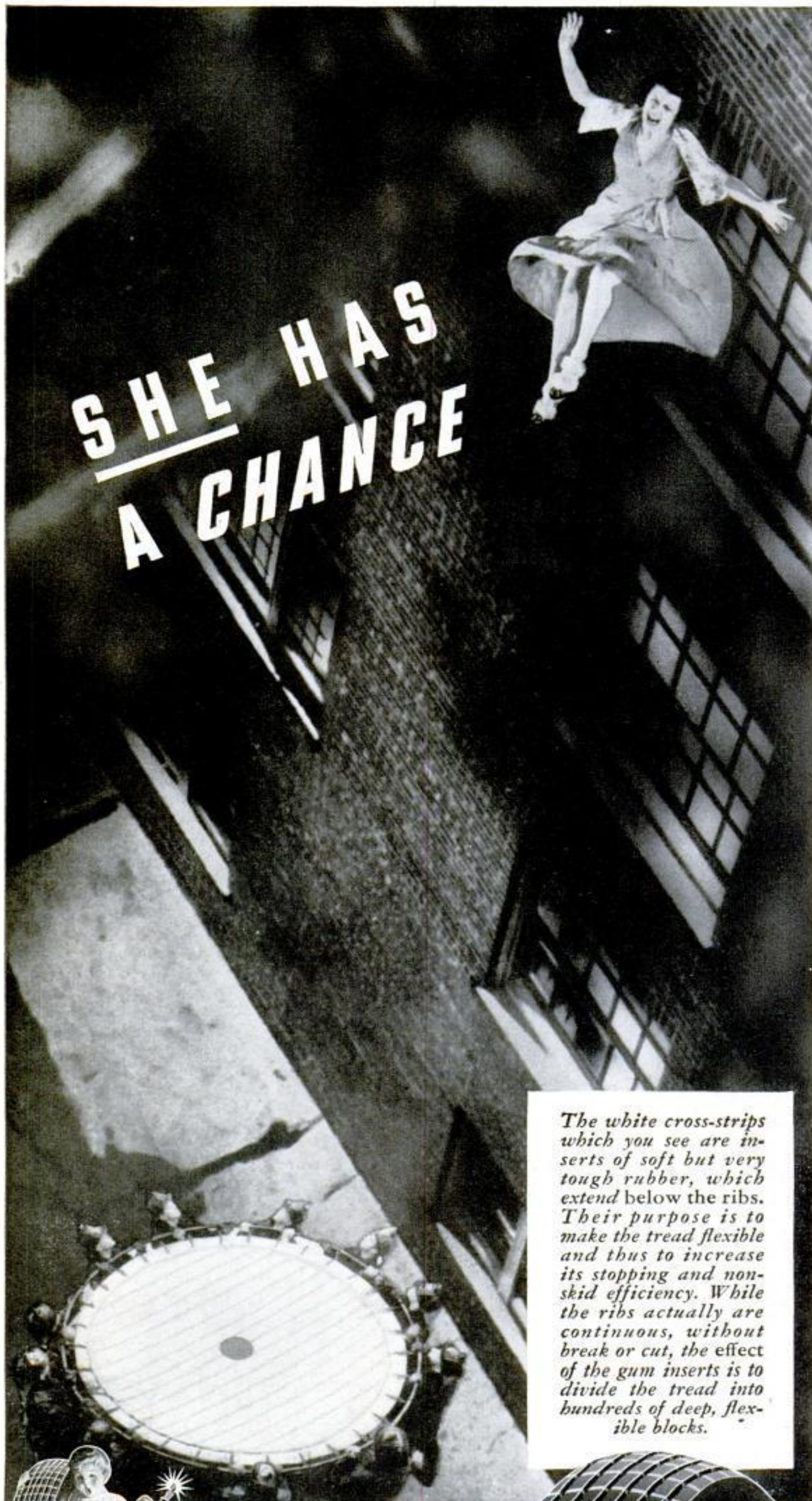


"Many dentists suggest Ipana because it's designed both to massage the gums and clean the teeth." True... or untrue?

Ipana Tooth Paste is especially designed to assist the health of your gums, besides cleaning your teeth thoroughly. That's one reason why so many dentists recommend Ipana. Massaged into the gum tissues with tooth brush or forefinger, Ipana actually awakens healthy circulation in the gums—helps promote new firmness in them. The quotation is true.

WHETHER you were able to answer all the questions on this page correctly or whether you weren't, go to your nearest drug-gist's today and get Ipana Tooth Paste in the economical red-and-yellow tube. From now on, make Ipana and gum massage part of your daily dental health routine. Use it regularly for the sake of your teeth, your gums... your smile!

**IPANA
TOOTH PASTE**



**SHE HAS
A CHANCE**

The white cross-strips which you see are inserts of soft but very tough rubber, which extend below the ribs. Their purpose is to make the tread flexible and thus to increase its stopping and non-skid efficiency. While the ribs actually are continuous, without break or cut, the effect of the gum inserts is to divide the tread into hundreds of deep, flexible blocks.



FOUR stories below, alert firemen will catch this terror-stricken girl . . . but the most careful driver has no such escape when his car goes suddenly out of control on a wet, slippery road. For the surest protection against skidding yet discovered, use Fisk Safti-Flights on all four wheels. Safti-Flight has hundreds of flexible "braking blocks" that stop your car faster . . . in a straight line . . . than has ever before been possible.

THE FISK TIRE CO., Inc., Chicopee Falls, Mass.
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FISK

PLUS Protection IN THE SKID ZONE * * PLUS Protection IN THE BLOW-OUT ZONE



LETTERS TO THE EDITORS

(continued)

Wright's, but for the fact that rain would run off the inverted end of a hewn tree more easily and thus not rot the wood of the trunk, which was the original pillar.

It is also uncertain whether the Greeks borrowed this idea from the Cretans or vice versa, but it is certain that "there is nothing new under the sun."

GLORIA MAITLEY

Indianapolis, Ind.



CRETAN COLUMNS

● LIFE's editors promptly looked up the pillars of the Palace of Minos (see cut), agree with Readers Hersey and Maitley that the Cretans were far in advance of their times.—ED.

Umbrella Philosophy

Sirs:

I think I have found a clue to Mr. Neville Chamberlain's fondness for his famous umbrella. In one of his early essays Robert Louis Stevenson wrote:

"One who bears with him an umbrella—such a complicated structure of whalebone, of silk, of cane, that it becomes a very microcosm of modern industry . . . is necessarily a man of peace . . . a 6- or 20-shilling umbrella is a possession too precious to be adventured in the shock of war."

Now perhaps we may understand Mr. Chamberlain and the *fons et origo* of his philosophy of appeasement. The gentleman totes his umbrella around radiating appeasement. Ferdinand sniffs the flowers—same philosophy, same results.

ROBERT W. GIBBES M.D.

Columbia, S.C.

Newsfronts of the World

Sirs:

Highest compliments to your LIFE on the Newsfronts of the World page. It never seems to miss fire and has repeatedly commanded the respect of all the fellows in this fraternity. Particular praise to the May 8 issue and your treatment of Hitler's answer to Roosevelt.

SPENCER JOHNSON, President

Phi Kappa Tau Fraternity
Lawrence College
Appleton, Wis.

Aquacade Prices

Sirs:

Although I'm more than grateful for the posies you have chucked my way, I must point out a bit of sloppy reporting upon LIFE's staff in regard to my World's Fair "Aquacade" show.

In the current issue you state that admission to the "Aquacade" is \$1, which is incorrect. General admission is 40c—\$8,000 of the amphitheater's 10,000 seats being available for that figure.

Thanks for a correction—and, by the way, who is this Sally Rand anyhow?

BILLY ROSE

New York, N.Y.

● Aquacade tickets are 40c for general admission at all times, 83c for

(continued on p. 6)



**LET'S HAVE A
PICNIC!**



AND BROIL SANDWICHES

Spread buttered bread with Underwood Deviled Ham, blended with cheese, and broil over the coals. It's spicy . . . an easy way to extra good eating.

OR ROLL AND TOAST

Spread thin-sliced white bread with butter and Underwood Deviled Ham. Roll and take to the picnic wrapped in a damp cloth. Toast on picnic forks or pointed sticks. It's different—and good!

Underwood Deviled Ham is prepared only from delicious whole hams, smoothly blended with pure spices—nothing else.

FREE: "Fine Foods," new recipe booklet. Write today. Wm. Underwood Co., 93 Walnut Street, Watertown, Mass.

Also made IN CANADA, sold at the same price.

UNDERWOOD

DEVILED HAM

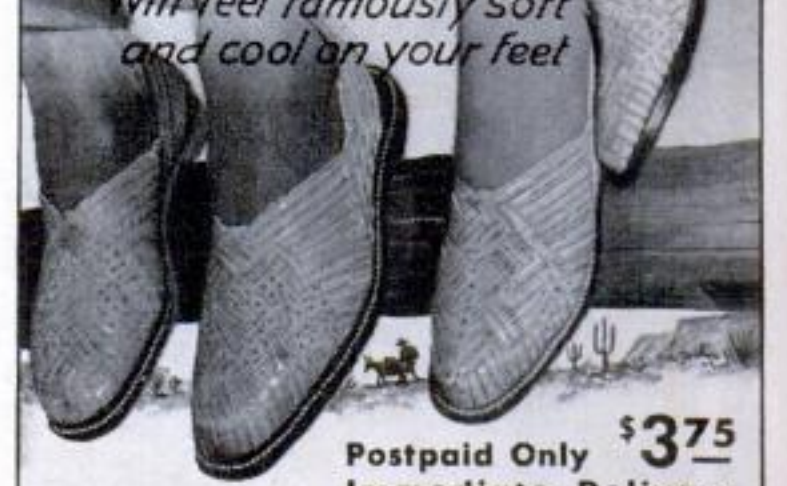


In Tins or Table Jars

FORTUNE reflects Business in ink and paper and word and picture as the finest skyscraper reflects it in stone and steel and architecture.

HUARACHES The Sandals that made Mexico famous

Will feel famously soft and cool on your feet



Postpaid Only **\$3.75**
Immediate Delivery

COLORS: Natural Beige (as illustrated) or Pure White. Bench made of steerhide leather thongs. Into them is woven smart style and amazing stamina. For men and women. Give shoe size and send outline of foot.

The OLD MEXICO SHOP
SANTA FE -- NEW MEXICO

SALES LEADER and Low-Cost Leader, too!



Every 40 seconds
of every day,
Somebody buys
a new Chevrolet!



**Chevrolet out-sells all others because
Chevrolet out-values all others in styling,
in engineering, in performance, in features!**

*Value leadership makes sales leadership,
just as two and two make four!*

The mere fact that Chevrolet leads all other makes of cars in sales is proof that Chevrolet gives you more for your money.

It gives you more for your money in styling, because it's the *only* low-priced car with the enviable style leadership of Body by Fisher.

It gives you more for your money in per-

formance, because it out-accelerates, out-climbs and out-performs all other cars in its price range.

And it gives you more for your money in comfort and safety and convenience features, because it's the *only* low-priced car combining "all that's *best* at lowest cost," in purchase price, operation and upkeep.

You choose wisely when you choose Chevrolet—sales leader and low-cost leader, too!

No other car combines all these famous features:

EXCLUSIVE VACUUM GEARSHIFT
NEW AERO-STREAM STYLING, NEW BODIES BY FISHER
NEW LONGER RIDING-BASE
85-HORSEPOWER VALVE-IN-HEAD SIX
PERFECTED HYDRAULIC BRAKES
NEW "OBSERVATION CAR" VISIBILITY
PERFECTED KNEE-ACTION RIDING SYSTEM
with Improved Shockproof Steering
(Available on Master De Luxe models only)
TIPTOE-MATIC CLUTCH

**1st
IN SALES
1st
IN VALUE**

A GENERAL
MOTORS VALUE



CHEVROLET MOTOR DIVISION, General Motors Sales Corporation, DETROIT, MICHIGAN
General Motors Instalment Plan—convenient, economical, monthly payments

CHEVROLET

*It's the **LIVELIEST**
of all low-priced cars!*



1 June Storey, featured in the Republic picture, "Blue Montana Skies", is shown inspecting...



2 ...one of the 50 new, modernized subway cars built by the Interborough Rapid Transit Company to handle New York World's Fair crowds. These...



3 ... new cars and other I.R.T. equipment use Sinclair products for safe, dependable lubrication in traveling an average of 16 million miles every month. Your...



4 ... car will be safer if you take it to your nearby Sinclair Dealer for lubrication. He has a special chart which enables him to lubricate your car just as its manufacturer recommends. See him today. You'll like the way he treats you.

LETTERS TO THE EDITORS

(continued)

reserved seats in the afternoon, \$1.10 in the evening.—ED.

Biggest Feet

Sirs:

Quick, quick, the oxygen! I have been sitting in my easy chair stupefied by "Biggest Feet" picture. It can't really be true.

JANE KAYE CONNELLY

Park Ridge, Ill.

Sirs:

Maybe the snow in Venice on page 86 isn't a double exposure, but Buster Scott's big feet look like a nice gag with fingers curving around two shapely squashes! Come, come, LIFE! It isn't like you.

EVA BURNISH

New York, N. Y.

● LIFE forwarded readers' criticisms to Photographer Martin, received the following letter enclosing another picture (see cut):

Sirs:

Believe me, those feet are real. However, I do not blame your readers; while I was taking the pictures, I was saying out loud: "I still don't believe it." There are plenty of witnesses here in



BUSTER SCOTT'S FEET

the office who pinched, smelled and otherwise proved the big appendages were certainly all good flesh and bone. Probably the photographic angle of the picture which was used is confusing to some camera fans, who know that the "head-on" angle will exaggerate size of feet; however, I took several other shots, looking down and from various other angles, which prove that the camera is not lying. The pictures were made in the Shreveport Times office, in full view of everybody from the managing editor to the office boy.

LEO D. MARTIN

Shreveport Times
Shreveport, La.

Weight Lifting

Sirs:

I noted with extreme interest your article on weight lifting in the May 8 issue of LIFE. I wish to thank you heartily for presenting a rough idea of the oldest sport in the world. I doubt, however, whether most lifters suffer in the manner you presented. I know that in most lifts the lifter regards his supreme exertion as a pleasure and an act to look forward to rather than an act of exertion and pain. However, there are lifts which demand efforts and involve pain to the greatest degree. I have seen a world's finger lift record established where an 18-year-old prodigy of strength elevated 548 1/2 lb. with one finger! During this lift laceration of the middle digit occurred and the flexors were exposed. It is obvious that a great degree of pain was present. This, of course, is an extreme rarity and happens very few times. As it is, weight lifting is that sport which is kicked around with damnable disregard for its truly modern and scientific characteristics.

JACK DE MENT, President
Iron Men Weightlifting Club
Portland, Ore.

(continued on p. 9)

COLOR



Dufaycolor Film Fits All Popular Cameras

SNAP YOUR CHILDREN IN COLOR

*Dufaycolor Guarantees
That You Can Get
Good Color Pictures*

NOW you can take pictures of your children in natural color with your own camera... No filters for outdoor shots. No tricky exposures. No extra equipment. You take Dufaycolor pictures the same as regular pictures. Just follow the instructions packed in every carton.

To convince you that it is simple and easy to take good color pictures with Dufaycolor film, every roll now carries the guarantee of a free roll of film if you are not satisfied with your pictures.

You can get beautiful color prints and color enlargements from your well-exposed transparencies. Prices have recently been reduced, bringing them within reach of even the most limited photographic budget. You'll experience a new thrill in photography when you see color prints of your favorite subjects.

See your dealer today. Try a roll of Dufaycolor film in your camera. See for yourself how easily you can take good color pictures.



**FITS ALL
POPULAR CAMERAS**



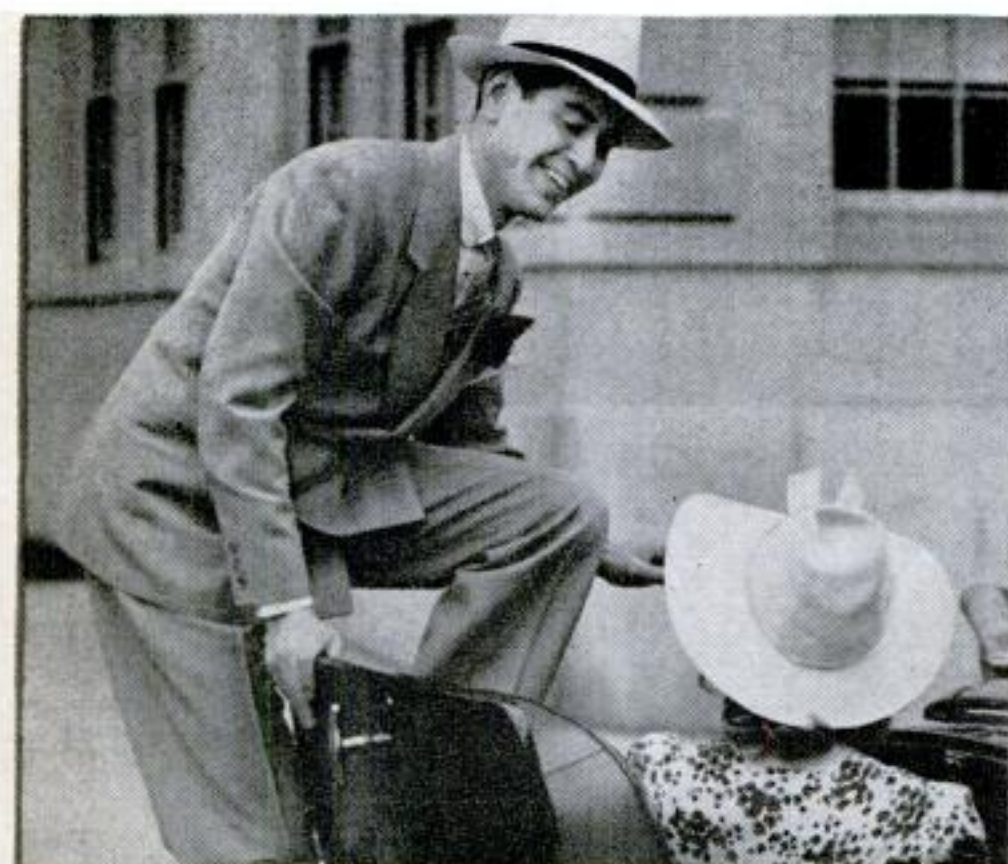
A DAY IN THE ***LIFE*** OF REILLY



9 A.M. There's a heat wave on. Jim Reilly, Jr. enters his office looking as though he hadn't heard about it. Not so, Sam Smith, insurance broker, who is hot *and* bothered.



9:30 A.M. "You must carry ice cubes in your pockets", says Smith, "and a pressing iron! . . . to keep looking like that!" "Neither", replies Reilly "but I'll let you in on a little secret . . ."



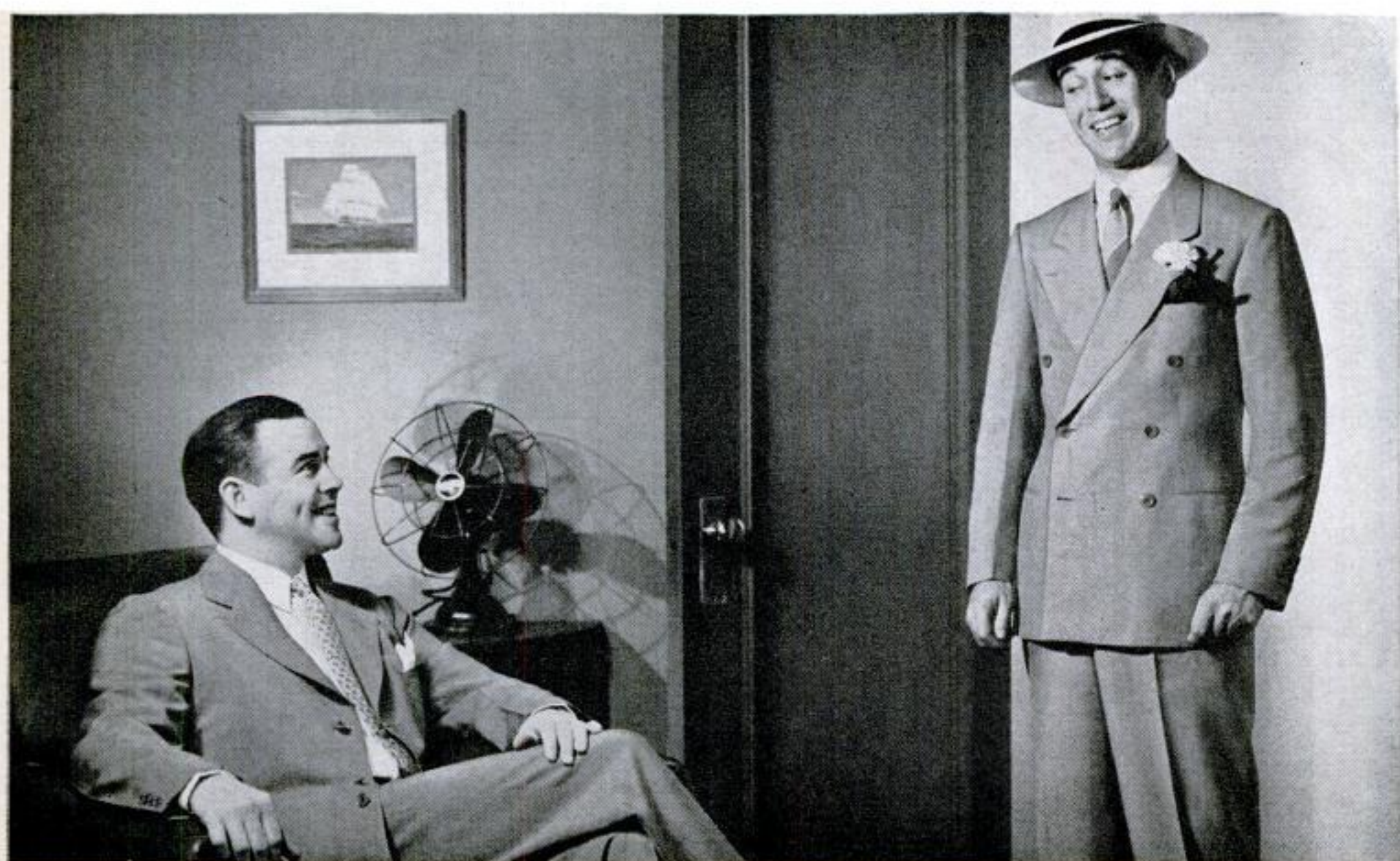
5:30 P.M. Reilly is off to the Thursday night Country Club supper dance with Mrs. Reilly to be. Evidently, neither he nor his suit has yet heard of the heat wave...or the humidity.



9:00 P.M. Wilted, perspiring males cannot be coaxed on to the dance floor in this heat. So Reilly has plenty of room to step. And his suit still looks freshly pressed!



11:30 P.M. Reilly says "Good Night". Certainly this fond farewell should wrinkle his suit completely; cost him the price of a pressing next day. Millions of men have found it so!



NEXT MORNING. But no—Reilly's suit is just as fresh and cool and immaculate as the day before. For he was, and is wearing a CORONADO—The *Air-Cooled Suit That Resists Wrinkles. And Sam Smith too, is now living the Life of Reilly!

* IMPORTED ***Coronado*** THE *AIR COOLED SUIT THAT RESISTS WRINKLES

Superbly tailored of an amazing British fabric, CORONADO is almost weightless, actually has a "frosty feel", and fights off wrinkles with stubborn persistence. In business and sports models, light and dark shades. Cool *Celanese Rayon trimmed. Coat and Trousers, **\$29.75**

*Reg. U. S. Pat. Off.

Coronado is Controlled & Tailored Exclusively by **J. SCHOENEMAN, INC.** Baltimore, Md.



On the ground
he'll want this
new gasoline

IN the air his hand commands smooth-flowing power never marred by troublesome knock or ping.

Of course he wants the same kind of smooth responsive power in his car . . . as do you, and every other motorist who seeks the best.

Now comes *SKY CHIEF* . . . the answer to this wish. You, yourself, will say there has never been a gasoline like it . . . so brilliantly eager . . . so effortless in its acceleration and pull.

This gasoline is a triumph of high anti-knock quality, instant volatility and surging power adroitly merged to give you a maximum of road enjoyment.

SKY CHIEF is waiting for you now. It costs no more than other premium gasolines. Look for it now beside the famous *Fire-Chief* pump . . . at Texaco Dealers all over America.

FACTS (for the technically minded) **VOLATILITY:** *Sky Chief* combines an instant and sustained volatility which gives record quick-starting and acceleration . . . without tendency to vapor lock. **ANTI-KNOCK:** Its extremely high anti-knock quality permits a higher peak of efficiency and power without knock or ping. **ECONOMY:** Because you get more work from a given amount of gasoline, there's a distinct saving. *Sky Chief* shortens miles, stretches gallons, flattens bills.

TEXACO *Sky Chief*

... for those who
want the best

SKY CHIEF sells for about half the price you paid in 1920 for the then regular gasoline, illustrating the continued success of the petroleum industry in providing the public with better products at lower prices.

★ ★ ★

Texaco Dealers invite you to tune in The Texaco Star Theatre—a full hour of all-star entertainment—Every Wednesday Night—Columbia Network—9:00 E. D. T., 8:00 E. S. T., 8:00 C. D. T., 7:00 C. S. T., 6:00 M. S. T., 5:00 P. S. T.



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Listen!
WE MODERN BRIDES
ALL HAVE OUR EYES
ON THAT
MARVELOUS
PORTABLE IRONER—
THE NEW . . .



VICTOR
Mono-matic



THE WORLD'S
EASIEST-TO-USE
ELECTRIC IRONER!

ONLY
\$34.95



100% Portable

Here's a wedding gift all 1939 brides—lucky girls!—are sure to treasure. The new Victor Mono-matic Ironer is so easy to use, it irons everything from sheets to shirts—presses, too—almost by itself! Can be carried to any pleasant room—used on any table—kept on any shelf. Does all that an expensive cabinet-type ironer can do, yet is priced at only \$34.95.

FASTER . . . EASIER . . . BETTER

With the Mono-matic's Single Lever Action, Knee Control, Selective "Lag" Principle and big 20-inch Roll, ironing days are shorter—really fun...and the entire family washing has that "professional" look. Ask your favorite appliance dealer—or send for illustrated literature and your nearest Victor Mono-matic dealer's name—Write today!



Irons Everything

VICTOR ELECTRIC PRODUCTS, INC.
3003 Robertson Avenue Cincinnati, Ohio

THE definite purpose of LIFE is to inform its readers of what is going on in the world today—to bring them the news which can best be told in pictures.



NOW
YOU MAY HAVE A
Heavenly Tan
without burning!

No painful burning from sun exposure now. Skol applied to your skin before your sun bath helps you take a gorgeous tan. Made after a formula developed in Sweden, Skol has these 3 advantages:

- 1 Blocks out harmful, burning rays.
- 2 A greaseless liquid—quick drying—easy to use.
- 3 NON-oily—does not pick up sand.

If you have neglected to protect yourself from sunburn with Skol Liquid, try the wonderful new Skol Cream! Antiseptic, it quickly relieves sunburn pain, promotes healing.

SKOL

LETTERS TO THE EDITORS (continued)

Wrong Shepard

Sirs:

I desire to call to your attention an error made on page 60 of LIFE for May 15 because I am confident that the error was made inadvertently and that you will wish to make proper correction.

I refer to the picture in the lower left-hand corner of the page which the caption states is a picture of Finley J. Shepard Jr. However, such is not the fact. On the contrary, it is the picture



FRANCIS HENRY SHEPARD JR.

of Francis Henry Shepard Jr., both of whose parents are alive and well. Mr. Shepard inherits his creative abilities from his maternal forebears who were distinguished in architecture and engineering, and from his father whom I have known for 35 years; who is an international authority on railroad electrification and has made outstanding contributions in that field.

His son is also an able inventor and scientist and is an engineer of the RCA Manufacturing Company at its plant in Camden, N. J. The picture of him which you published is apparently a reproduction of a picture published a year or so ago in connection with some work which Mr. Shepard was doing at that time.

This letter is written in an attempt to be helpful, both to LIFE and to Mr. and Mrs. Shepard and their son, in effecting a correction of the error which you have made. I doubt if either of the Shepards would volunteer to tell you as much of their attainments as I can.

OTTO S. SCHAIRER, Vice President
Radio Corporation of America
New York, N. Y.

● LIFE's apologies to RCA Inventor Francis H. Shepard Jr., and to Finley J. Shepard Jr., for an unintentional confusion of pictures.—ED.

Clouds

Sirs:

I think your cloud pictures (LIFE, May 8) are no less than marvelous.

Your types are as clean as the illustrations furnished with the *International Atlas of Clouds*, which represents the accumulated effort of many years.

GEORGE S. BLISS

Weather Bureau
U. S. Dept. of Agriculture
Philadelphia, Pa.

Sirs:

I've photographed lots of cirri but never saw one grow down from the zenith like yours at the top of page 32. You are always showing us the unusual by one means or another—and doing a grand job.

SHELDON HINE

Fort Wayne, Ind.

At Last! Luggage that Stays Unscuffed Longer*



There's no more severe test for luggage than scraping and tumbling around in a steel compartment. If you travel by auto, you'll be safe with Samsonite—luggage that can take it!

SAMSONITE...First New Kind of Luggage in Years! New Styling! New Material! New Features!

NOW you can have luggage that's as smart and unscuffed at the end of your trip as at the beginning. Yes . . . and for trip after trip, year after year . . . because these handsome bags are *different* . . . not leather, not canvas, not metal . . . they're SAMSONITE! Made to stand terrific abuse . . . *reaching a new high in scuff resistance!* And styled to set a new vogue . . . Streamlite . . . graceful . . . balanced . . . shaped to conform to body contour! Samsonite is truly sensational! It's

news! It's the only luggage with all these *extra* features: Lifetime Handle, Elkhide Buck Binding, Double Catch Locks, Full Length Exposed Hinge . . . stainproof and washable, too!

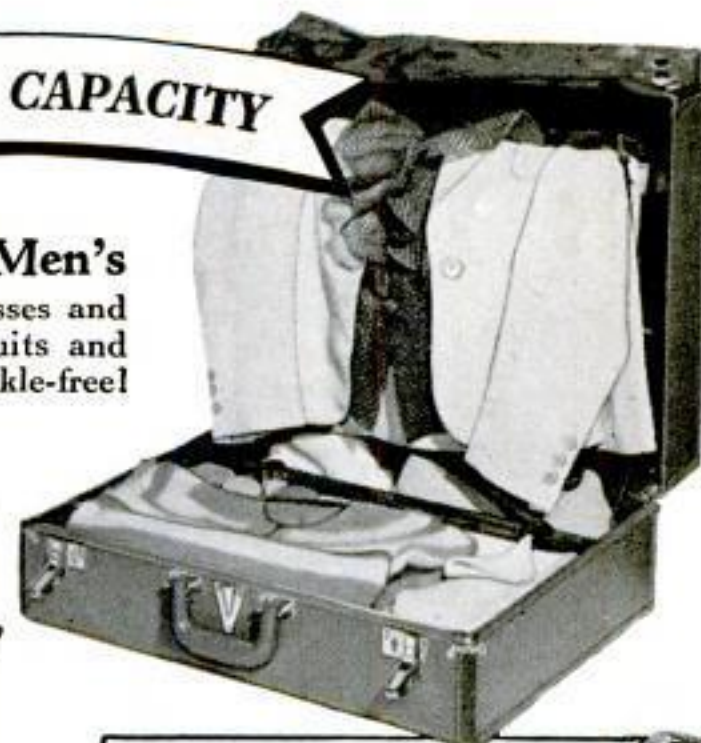
There are 8 matched styles and 3 handsome shades from which to choose. Each richly lined and luxuriously finished. *A demonstration will open your eyes!* And at its modest prices, you'll agree Samsonite is your best luggage buy. See your dealer today . . . or write for free illustrated folder.

CHAMPIONS OF CARRYING CAPACITY

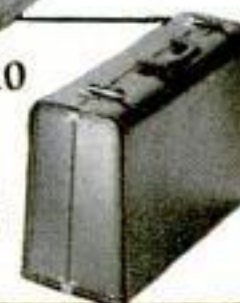
Women's Wardrobe Hanger Case . . . Men's 2-Suit Hanger Case Women's holds 12 dresses and accessories, men's 2 suits and furnishings! Easy to pack, keeps clothes wrinkle-free! Beautiful styling. All you need for most trips.



YOUR CHOICE
\$22.50
Other styles \$10 up



Overnight Case \$10
18-inch size. Richly lined. Matches other pieces in ensemble. Great value! (21 and 24-inch cases also available.)



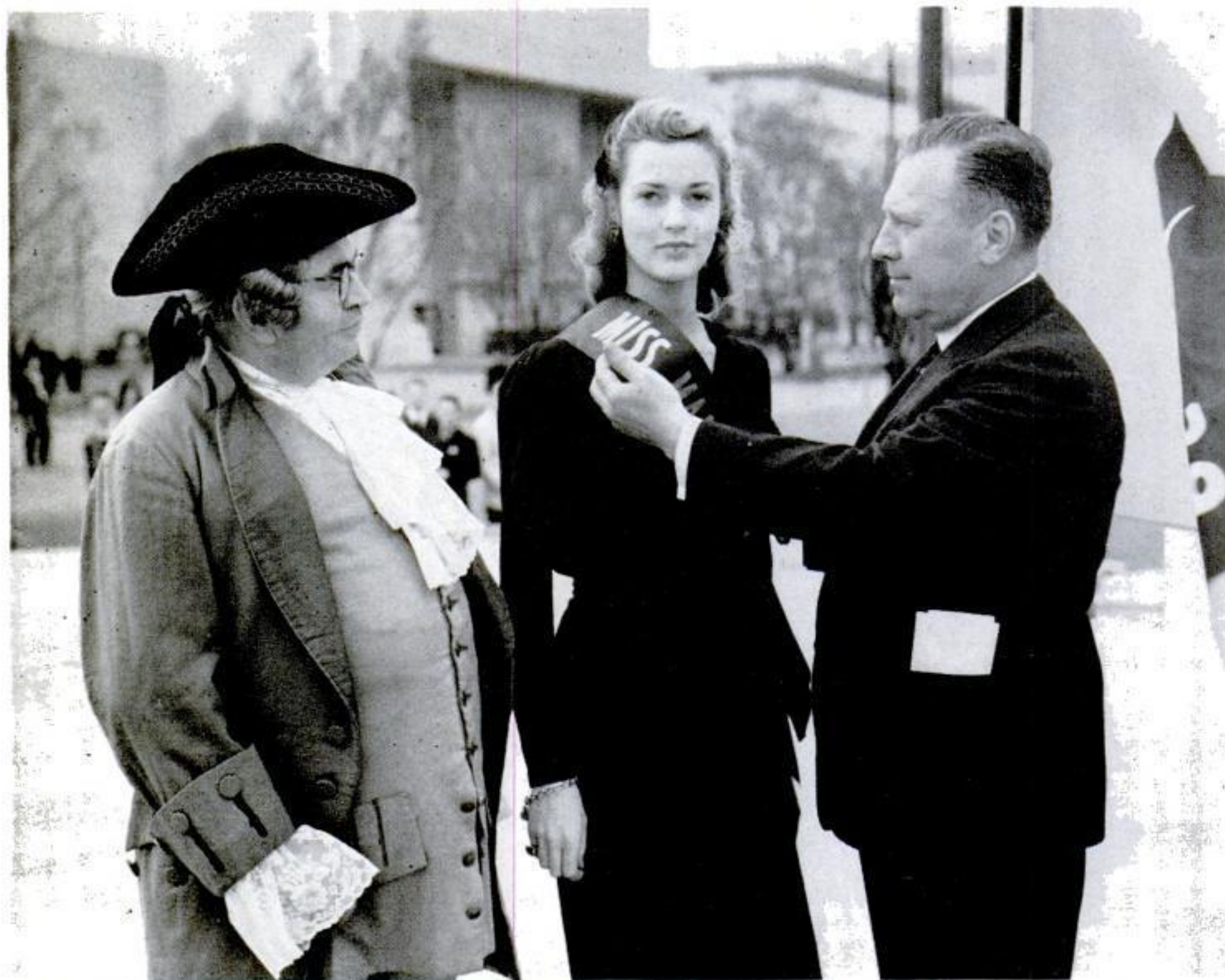
WRITE FOR THIS FREE ILLUSTRATED FOLDER

SHWAYDER BROS., Inc.
Dept. E-155, Denver, Colo., Detroit, Mich.

SAMSONITE *Streamlite* **LUGGAGE**

SPEAKING OF PICTURES . . .

. . . COBINA IS THE "MOST" GIRL



She was chosen "Miss Manhattan" in competition with eight other finalists at the World's Fair. "Father Knicker-

bocker" (left) heartily approved the choice. "Very fine," he said. Cobina wore a brown-crepe dress, purplish lipstick.

Two weeks ago New York World's Fair chose the pretty girl shown here as "Miss Manhattan" (left). A week ago the Ritz-Carlton Hotel in Boston engaged her as a singer. Last Monday night Eddie Cantor had her on his radio program for the first time.

Cobina Wright Jr. represents a new type of society girl, born of the Depression. But for the stock market's quirks, she might have turned out to be a pure and simple glamor girl like her school friend, Brenda Frazier, with whom she shares boy friends (see p. 13). Sands Point, L.I., summer colonists might only have remembered her as a little child in expensive, made-to-order dresses, who was driven to the polo matches by her own chauffeur in a specially-built miniature automobile. But unlike Brenda Frazier, her family's fortune evaporated and she had to work for a living. Guided by her mother, Cobina Wright Sr., a former opera singer and famous society hostess, Cobina Jr. has modeled, sung on the radio and in hotels, acted on Broadway and come perilously near signing a movie contract. She plays in society without being in the Social Register, and mingles with the debts without ever having made a debut. With enough talent and looks to satisfy any ten girls, Cobina Jr. has won laurels as the "Best Singer," "Best Dressed," "Most Attractive," "Most Talented" girl in U. S. society.



She has sung at New York and Palm Beach hotels for two years. Mother will not let her sing in night clubs.



Sophisticated "Cynthia," Lord & Taylor's display dummy (LIFE's cover, Dec. 13, 1937), frightened Cobina because "she looks far, far too real."



She was named the "Perfect Blonde Television Type." Nina MacDougald, "Prettiest Model," stands next her.



"The Ideal Gibson Girl of 1939" was what Charles Dana Gibson called her when he sketched Cobina Jr., who was dressed up as a debutante of 1890.



"The Glamor Girl of Palm Beach" was the title bestowed upon her by artists at Palm Beach. She is

17, blondish, blue-eyed, slim and on the tall side. She weighs 120 lb. She is an expert swimmer and diver.



She was called **"Best-Dressed New York Supper-Club Songstress"** by Emil Hartman, director of Fashion Academy. Rose Bampton (right) was judged **"Best Dressed Woman in Opera."**



As the **"Jewel Queen"** of the New York World's Fair Cobina Jr. was asked to pose with \$95,000 worth of magnificent pearls and diamonds in front of Tiffany's display in the House of Jewels.



At the premiere of **"Juarez,"** she and three New York debutantes wore copies of costumes worn in the movie. Her greatest ambition is to be a stage star like her idol, Helen Hayes.



Representative **Hamilton Fish Jr.** met her at Palm Beach and told her about politics. Her mother is proud of this picture. She feels Cobina Jr. should take national affairs seriously.

AMERICA ADOPTS A NEW SLOGAN



Chippers, Dippers, Pullers and Hackballs: These are some of the quaint terms used in Gum Turpentine production. Pictured above is a typical pine forest in the Deep South. A Dipper is gathering the Gum from the living tree. This gum will be distilled to produce Gum Turpentine and Rosin. In addition to being a vital ingredient in paint, Pure Gum Spirits of Turpentine is an excellent antiseptic and has many household uses. Cleans woodwork, furniture, windows, silver and porcelain.

PAINT NOW - and SAVE



9 OUT OF 10 HOMES NEED PAINT PROTECTION

American homes are badly in need of paint. A recent survey of a typical American city showed that 9 out of 10 homes are deteriorating from lack of paint protection. But America is painting again, for Homeowners, Business men and Farmers know *good paint always saves money.*

One of the vital ingredients in good paint is Pure Gum Spirits of Turpentine. Expert Painters say Pure Gum Spirits of Turpentine is just as important to a good paint job as the best pigments and oil. Painters know that Gum Spirits of Turpentine penetrates the surface, carries the pigment into the pores and forms millions of little fingers which *anchor* the paint. Gum Spirits of Turpentine makes brushing smoother and easier, saving time and labor. It increases the spread and the adherence of each coat of paint.

All good Paint Stores, Hardware Stores and Lumber Supply Dealers handle Gum Spirits of Turpentine. All canned Gum Turpentine which bears this Seal of Approval is the genuine, unadulterated product recommended by the American Turpentine Farmers Association Cooperative.



HOW TO GET THE BEST PAINT JOB AT A FAIR PRICE



1. Employ a Reliable Painting Contractor

A cheap paint job *never* pays. Reliable Painting Contractors refuse to use low-grade materials, adulterants or cheap substitutes. You can depend upon the Painter who uses Pure Gum Spirits of Turpentine. This is a sure sign of a quality paint job at a fair price.



2. Pay for Quality Paint Materials

Paint is made up of pigment and vehicle. The vehicle should consist of oil and Pure Gum Spirits of Turpentine. Here then is the formula for good paint: High quality pigment, oil, Pure Gum Spirits of Turpentine. In paint the best is the cheapest.



3. Specify Pure Gum Spirits of TURPENTINE

In accordance with "Painting Specifications" prepared and approved by Painting and Decorating Contractors of America, you should *specify* Pure Gum Spirits of Turpentine in the contract for painting your home. Accept no substitutes.



4. A Well Painted House: Here is how the house shown at the top of the page looks repainted with high quality pigment, oil and Pure Gum Spirits of Turpentine. (Gum Turpentine was used in the paint on LIFE HOUSES.) Call in a reliable Painting Contractor today and let him tell you how economical it is to Modernize and Restyle your home with paint. Most Painting Contractors offer convenient time-payment plans. **PAINT NOW - AND SAVE!**

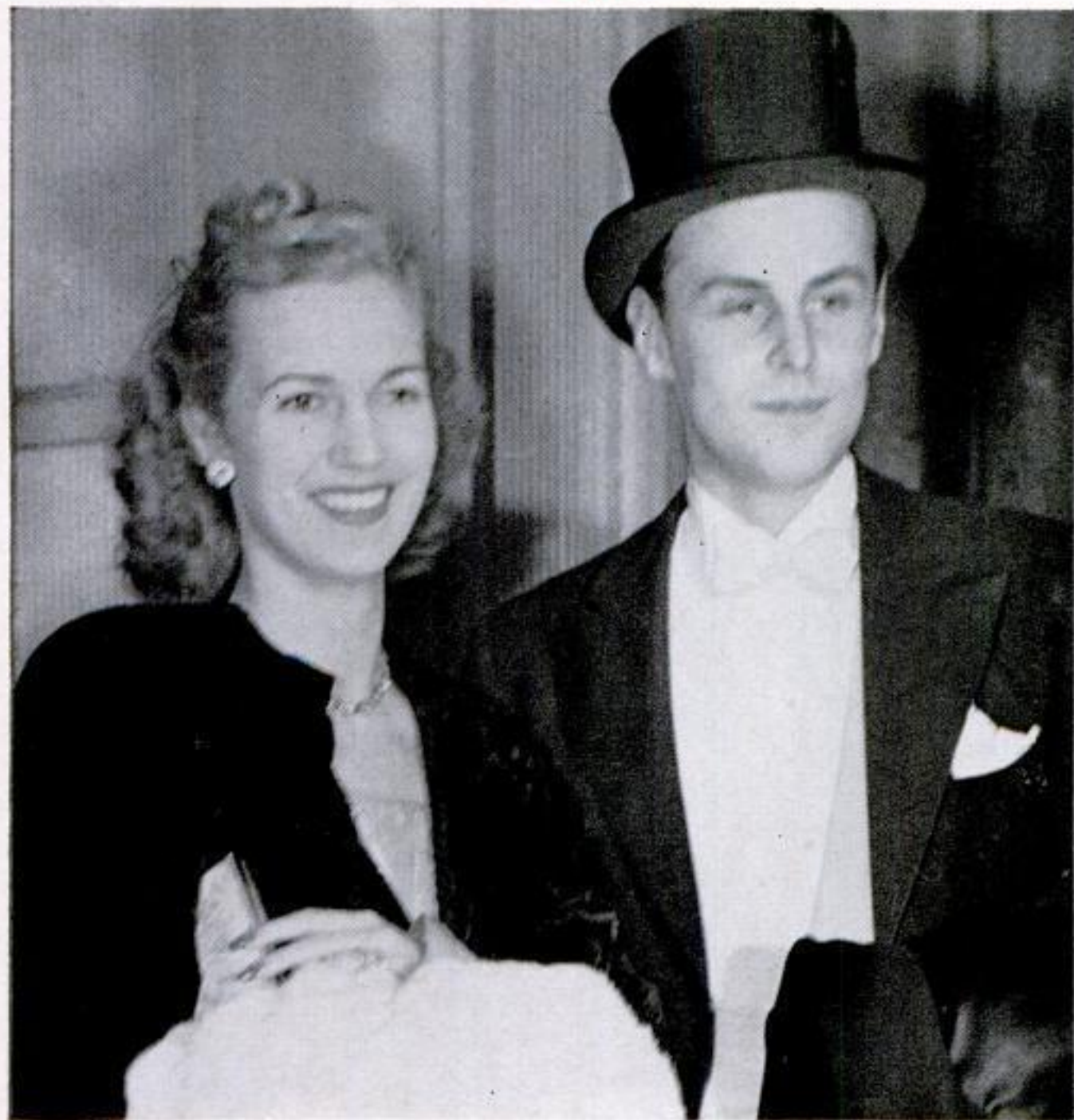


Specify
Pure Gum Spirits of
Turpentine
for every Paint Job

IT PENETRATES AND **ANCHORS** THE PAINT
AMERICAN TURPENTINE FARMERS ASSOCIATION COOPERATIVE,
General Offices, Valdosta, Georgia

SPEAKING OF PICTURES

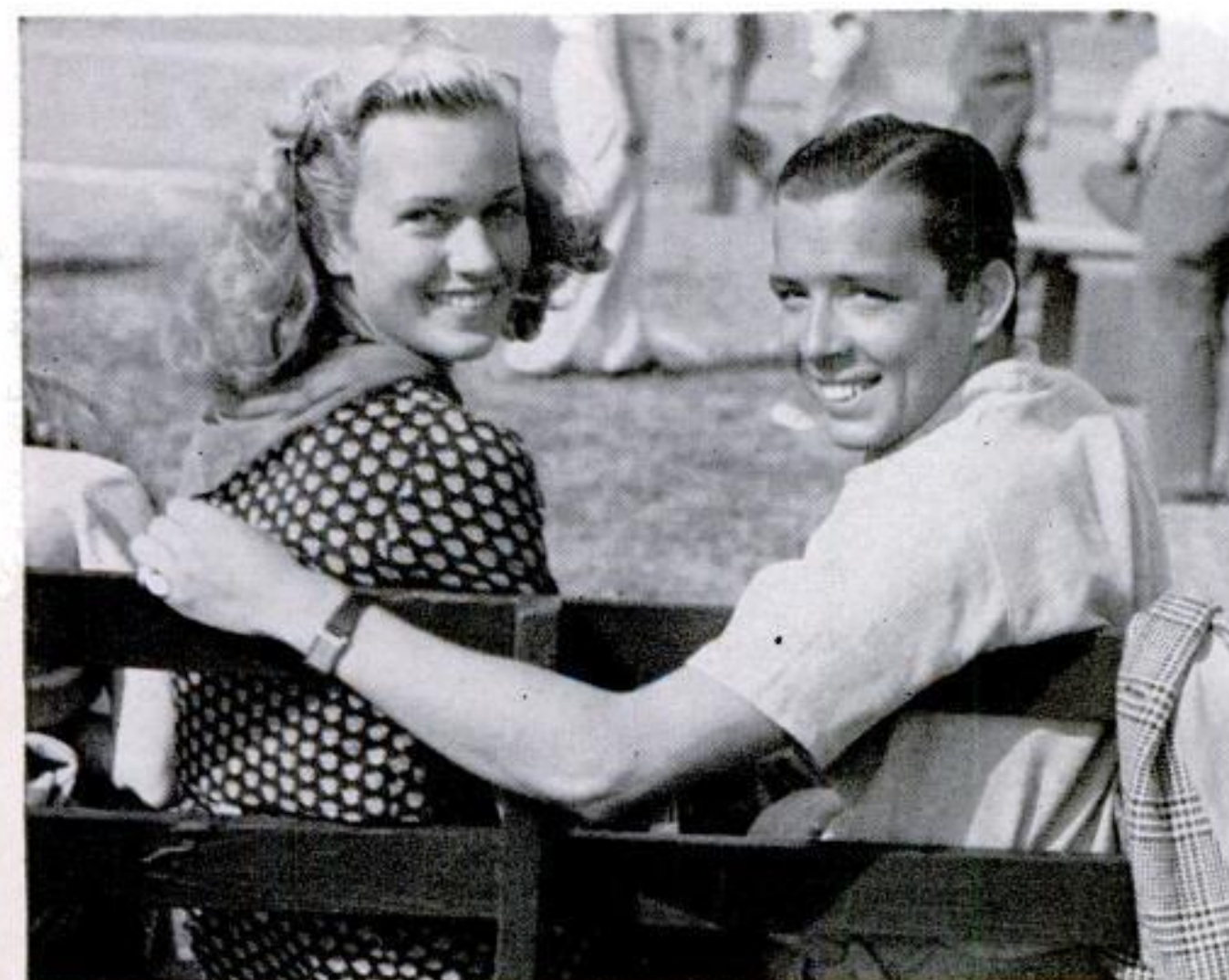
(continued)



At Brenda Frazier's debut last winter, Cobina was escorted by William Livingston, "glamor boy," whose name has been linked with Brenda's during the past season.



At the Waldorf-Astoria, Cobina goes dancing with Harry Wilson, also one of Brenda's string. Cobina's mother says that her real boy friend is Prince Philip of Greece.



Another frequent escort of Brenda Frazier with whom Cobina is sometimes seen is Julian Gerard Jr. of New York and Palm Beach society, who is now in advertising.

Handed to you
by the postman...

**\$150 EACH MONTH
FOR THE REST
OF YOUR LIFE!**

To men of 40 who want to retire in 15 years

YOU DON'T have to be rich to get \$150 a month for life, beginning at 55. You don't even have to have a lot of money in the bank. For here is a Retirement Plan so simple, so practical that you can start it working for you today, and in 15 years it will be ready to support you for life.

How does it work? Let's illustrate by showing what it will do for you.

Say you are 40 now, and you can qualify for a Plan which pays \$150 a month in 15 years. When you reach 55 and are ready to take life easy, here is what you get:

1. The postman will hand you a check for \$150, and he will hand you another check for \$150 each month thereafter for the rest of your life.

If you can qualify for the following protection, your Plan can also provide:

2. If you die before age 55, your wife will receive an income for life.
3. If, before 55, total disability stops your earning power for six months or more, you will receive a monthly Disability Income.

Wouldn't you like to make sure of your future that way? Wouldn't you, too, like to end your money worries for life? It's no wonder that 38,000 people are using the Phoenix Mutual Retirement Income Plan.

Of course, you need not be 40 now. You may be older or younger. The income need not be \$150 a month. It can be any amount from \$10 to \$200 a month or more. And you can have it start at any age: 55, 60, 65, or 70.

Here's why you don't have to be rich to use this Plan. Since you start the Plan 15 years or more before you need the retirement income, you receive all the benefits of compound interest, long-range investment and mutual operation. You get a retirement income for far less money than ordinary investments require.

When you reach retirement age, maybe you won't want to quit work. Maybe you will. You get your income just the same. You can travel, hunt, fish or just take life easy. Your security and independence are guaranteed to you for the rest of your life.

Send for Free Booklet

Let us mail you a free booklet giving the facts about this Retirement Income Plan. In a simple, illustrated way, this booklet shows you how thousands of people are providing their own life incomes, tells how the Plan protects you against emergencies. Send the coupon below and we will mail you this booklet without cost or obligation. Discover for yourself how to get an income for life!



Phoenix Mutual Life Insurance Company
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Please send me by mail, without obligation, your book describing the PHOENIX MUTUAL RETIREMENT PLAN.

Name _____
Date of Birth _____
Business Address _____
Home Address _____

Copy, 1939, by Phoenix Mutual Life Insurance Company

TWO THINGS I NEVER KNEW about sterling silver

"One of the most exciting and anxious tasks I had as a newlywed was buying my sterling silver.

"And from it I learned two very important and pleasant things about sterling. First: that it's easier than I thought



to buy. Second: that it's more thrilling than I dreamed to own.

"Ted (the man) insisted that our sterling must be International—made by the famous International Silver Company. So he started by giving me a 'Me to You' set. That cost only \$16.75 in *Prelude*, for example, and included enough pieces to set one whole place correctly!

"From then on, thanks to International's 'Lay Away' plan, I quickly com-

pleted a service for four by putting aside pin-money! While I was saving, the jeweler put our pattern away, and let me pick it up as the money accumulated.

"And though I had dreamed lavish dreams about setting my own table with sterling, I had never imagined what a feeling of elegance it really gives.

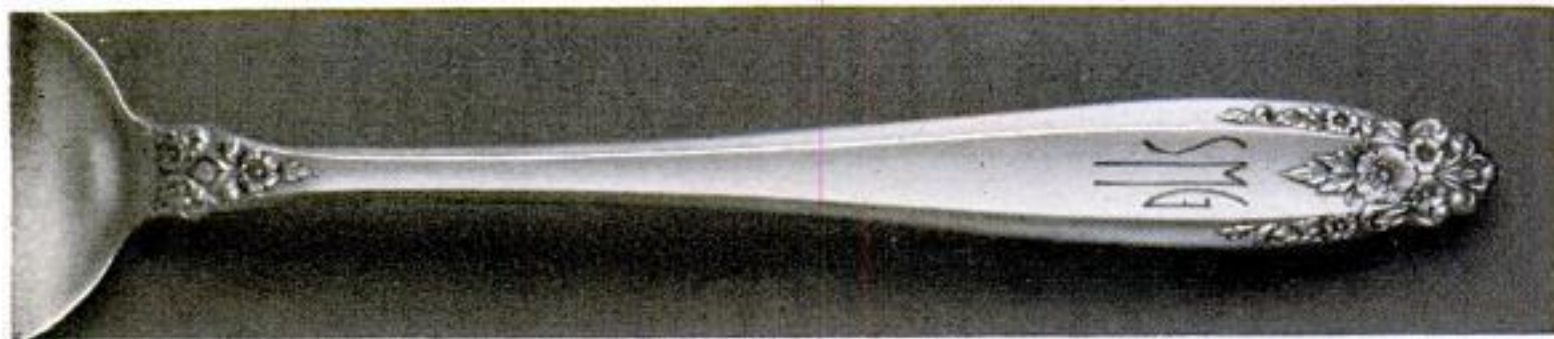
"No other investment I've made rewards me with the gratification, the satisfaction, the rich pleasure that my lovely International Sterling does!"



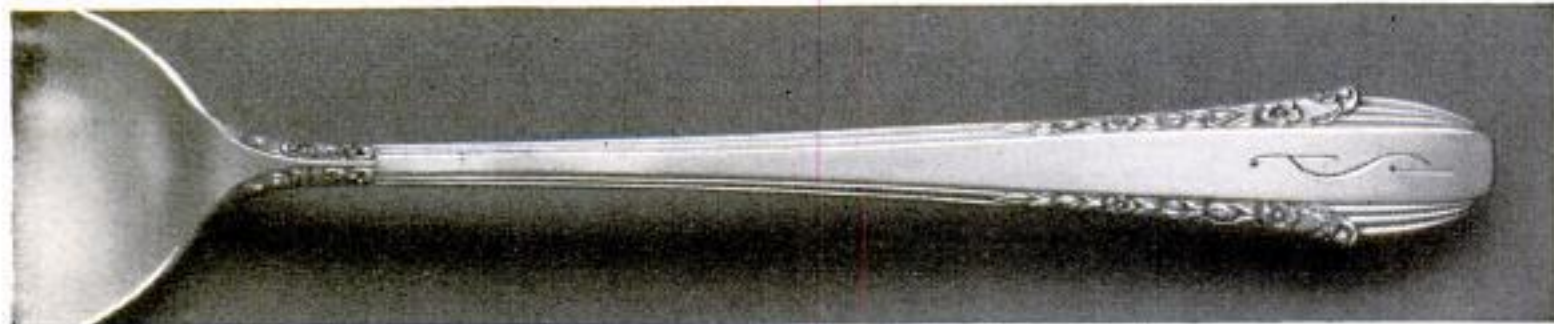
Make your dreams come true! See your jeweler and select from the lovely patterns he'll gladly show you. International Sterling's very new Prelude is a particularly charming choice. Others are Enchantress, Courtship, and Gadroon—all very popular with today's brides.

INTERNATIONAL STERLING

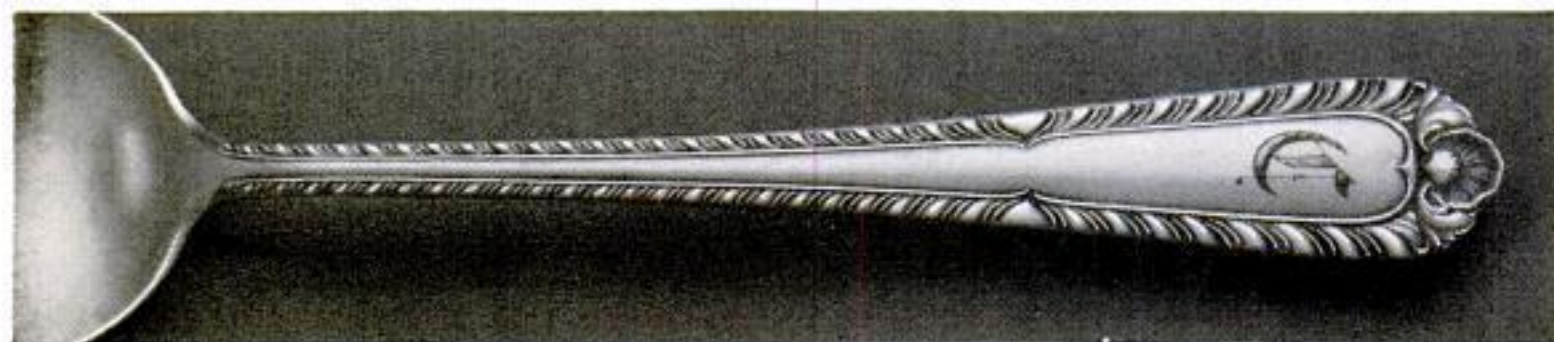
Easier than you thought to buy—More thrilling than you dreamed to own!



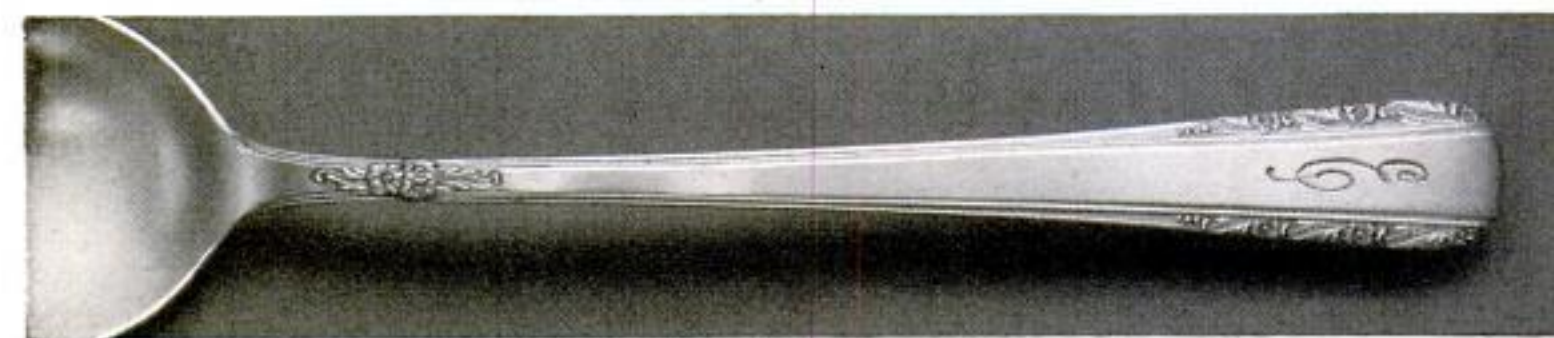
Prelude. A beautiful new pattern, stressing a rose motif.



Enchantress. A fine example of a simple, exquisitely wrought design.



Gadroon. Handsome interpretation of an old English Georgian design.



Courtship. Its grace and flowing rhythm appeal to all tastes.

TUNE IN SUNDAY—"SILVER THEATER," 6 P. M., E. D. S. T.—COAST-TO-COAST COLUMBIA NETWORK.

LIFE'S PICTURES



Mark Kauffman, who makes LIFE's cover this week with his picture of Eleanor Roosevelt, is 17 years old and a student in Vocational Photography at progressive John C. Fremont High School in Los Angeles. No amateur, Mark is already a full-fledged news cameraman with more than 150 published pictures to his credit. He takes photography courses for three hours a day, free-lances after school for Los Angeles newspapers. He uses a 4x5 Speed Graphic.

Mark took the unposed picture of Mrs. Roosevelt at an interview she granted high-school editors in Los Angeles, March 22. Said he, writing LIFE afterwards: "She was lots more natural and at ease with us than she was with the regular reporters who came in later."

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources credit is recorded picture by picture (left to right, top to bottom), and line by line (lines separated by dashes) unless otherwise specified.

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TAKES A WESTON...



...Always BRINGS BACK
PERFECT PICTURES LIKE THIS!

No, he's not a professional; just an occasional photographer like yourself. But he does get perfect pictures every time he uses his camera... thanks to his WESTON Exposure Meter. This compact, inexpensive meter quickly measures the light and gives the correct camera settings to use... any time, any place. And with camera settings correct, he's bound to get good pictures. You, too, can get perfect pictures with your camera... movies or stills, with the easy-to-use WESTON. See one at your dealer's, or write for literature. Weston Electrical Instrument Corp., 630 Frelinghuysen Ave., Newark, N. J.



WESTON
Exposure Meter

LIFE THIS SUMMER
WON'T BE COMPLETE
WITHOUT

Matlex

* Reg. U. S. Pat. Off. U. S. Pat. No. 2,134,630 D-107321

As worn by Jane Seaborne
featured screen actress

Matlex, the miracle swim suit from California, is sleek and figure-flattering. There is only one genuine Matlex—the original. As pictured, one-piece pattern... \$4.95

Featured by America's leading stores.

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LOS ANGELES, CALIFORNIA

*"Funny . . . about
me and my dad"*

"When I was a little kid, my dad was the greatest man in the world. He came first . . . Washington and Lincoln afterward. But I grew up, and men are strange people. We seemed to forget how to talk to each other.

"Then one night I woke up and found him standing by my bed, just looking at me. He coughed importantly and said something about seeing if I was warm enough. But he couldn't fool me. I'd seen his face, and I knew that the thing we couldn't put into words was there as big as ever.

"Take this watch. I'm not so dumb. I know dad has been slapped around a lot in business lately. He could just as well have given me a different watch. I wouldn't have minded. But no, it had to be a Hamilton for me.

"So that's how it is with us. I've got my varsity letter and my share of the other honors, too. But I'd rather have this watch than all of them put together. It's highest honors from my dad, who is still the greatest man in the world."

For a girl, too, there is no finer start in life than an accurate Hamilton. All Hamiltons have 17 or more jewels and precious metal cases. See the new models at leading jewelers', or write for illustrated folder. Hamilton Watch Company, 954 Columbia Avenue, Lancaster, Pennsylvania.

HAMILTON

The Watch of Railroad Accuracy

LADY HAMILTON (B6). 17 jewels. 6 diamonds. Cased in solid 14K gold, natural or white . . . \$75

LINWOOD. 17 jewels. 14K natural gold-filled. With 18K applied gold numeral dial . . . \$52.50

SHEILA. 17 jewels. 10% iridium platinum set with 22 diamonds. With solid gold fittings . . . \$175

DODSON. 17 jewels. 10K natural gold-filled. With black enamel numeral dial . . . \$37.50

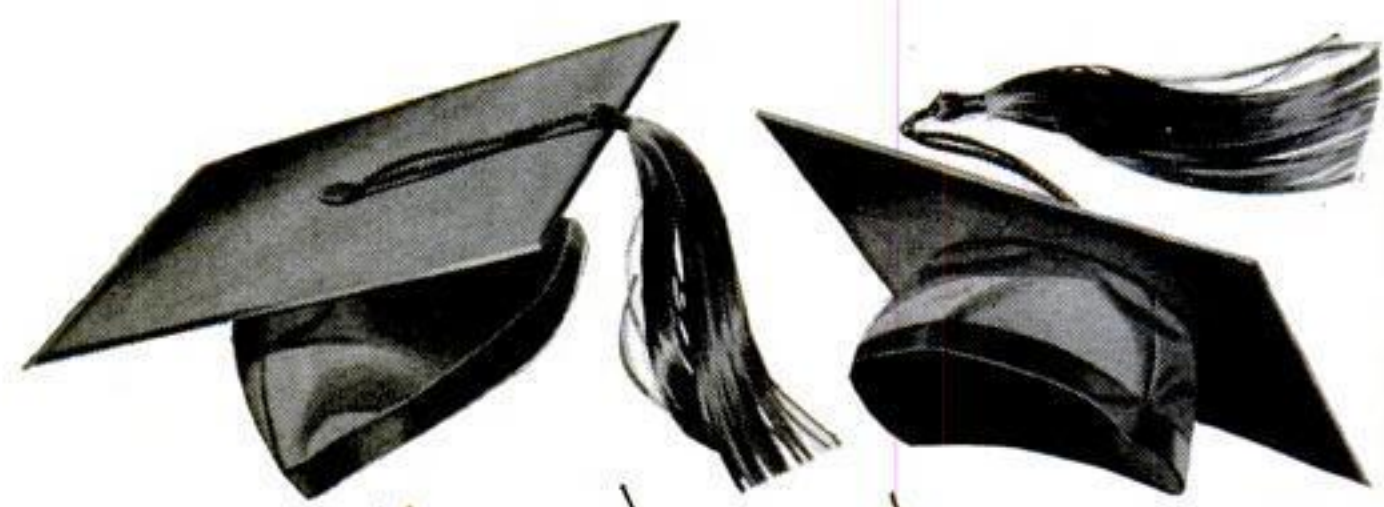
TRILBY. 17 jewels. Solid 14K natural gold. Solid gold fittings. 18K applied gold numeral dial . . . \$60

RUTLEDGE. 19 jewels. 10% iridium platinum. Applied gold numeral dial. Solid gold buckle . . . \$175

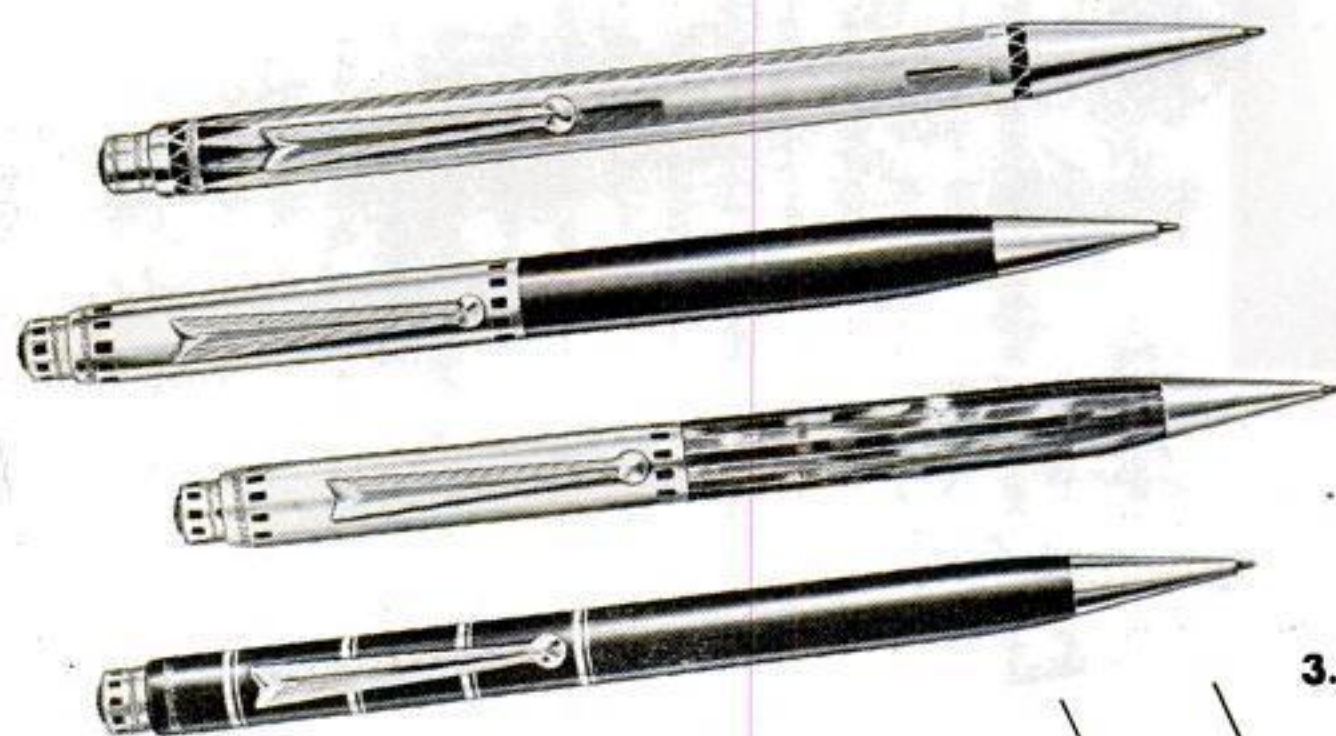
DIANE. 17 jewels. 10K gold-filled, natural or white. Gold-filled bracelet to match . . . \$42.50

DUNKIRK. 19 jewels. Mirror lapped solid 14K natural gold. Applied gold numerals . . . \$125

ESTINE. 17 jewels. 14K natural gold-filled. With 18K applied gold numeral dial . . . \$50



**HOW TO MAKE THEM THROW
THEIR CAPS IN THE AIR!**



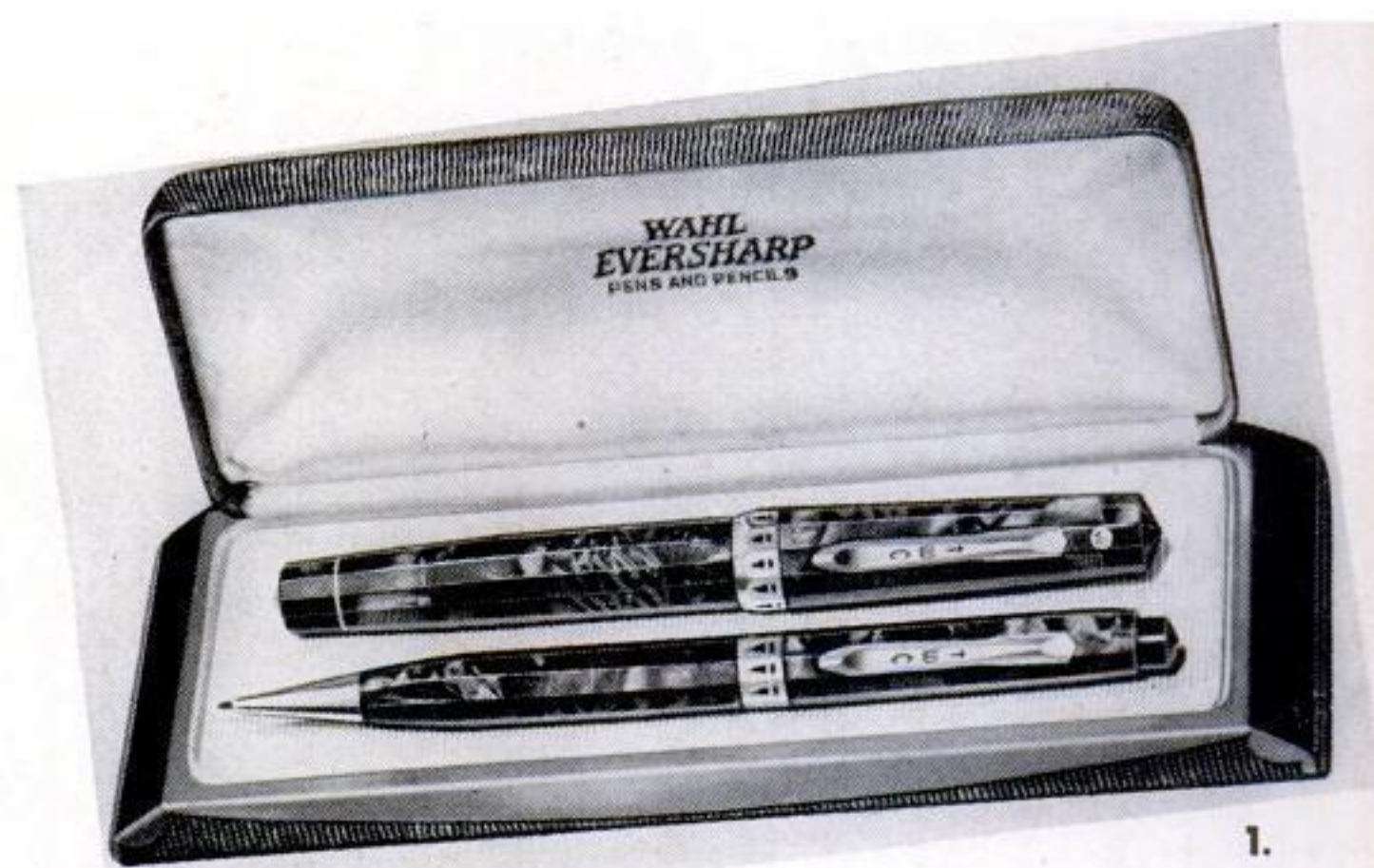
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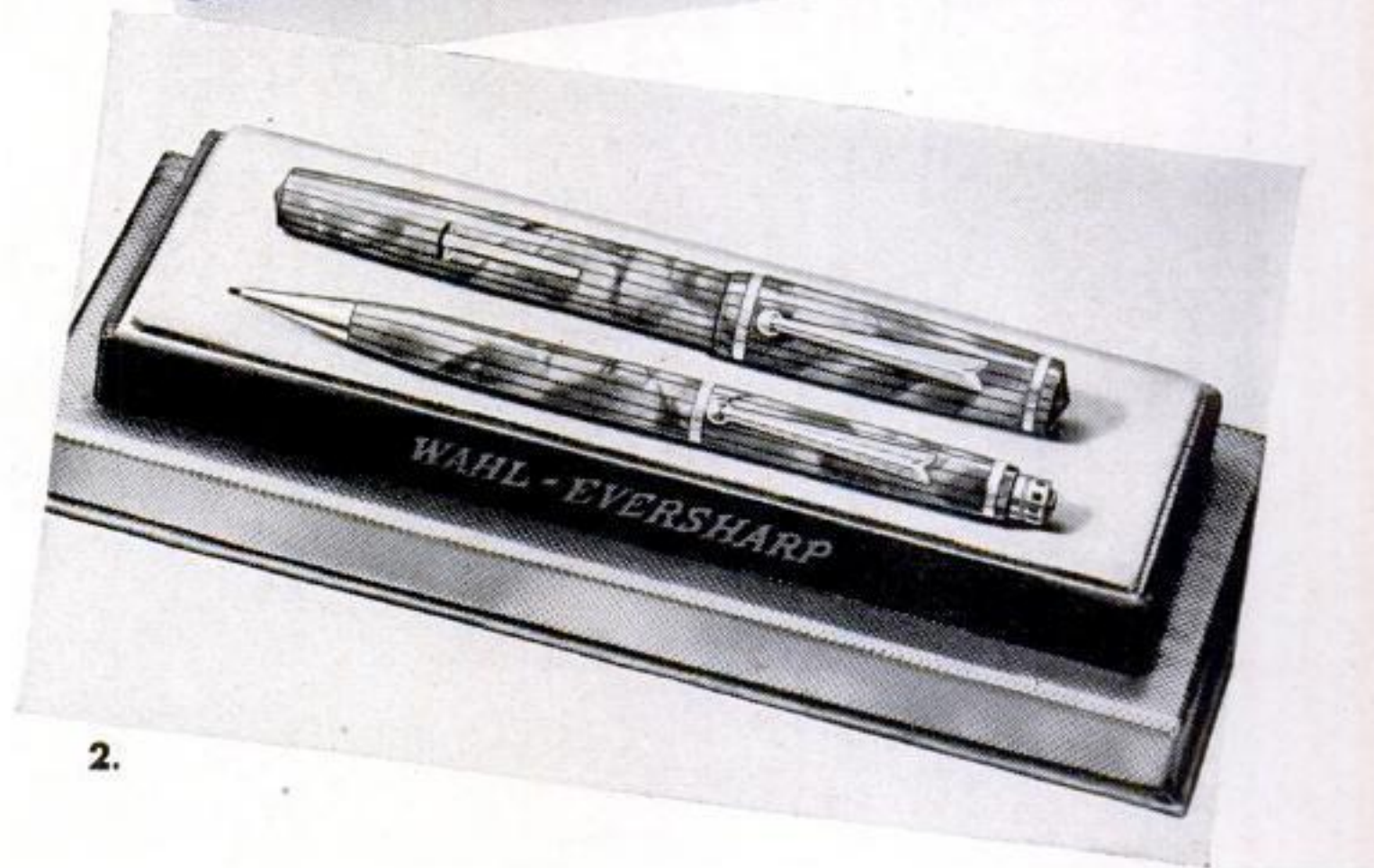
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5.



1.



2.

DIGNIFIED SENIORS (both male and female) have been known to lose their dignity and get enthusiastic to the cap-throwing point—over graduation gifts like the Wahl-Eversharp pens and pencils shown on this page!

1.—Here's the reason why this is the finest gift set of all time: its Wahl-Eversharp pen has the new Self-Fitting Point—the *only* point that anyone can "fit" to his own individual way of writing! Made in the exclusive Doric design, guaranteed for life, this perfect gift pen is matched with a new Eversharp Repeating Pencil! Set—\$11.50. With Safety Ink Shut-Off Pen—\$12.75.

2.—You save \$1.50—when you buy *both* pen and pencil! This Wahl-Eversharp pen—with 14K gold, iridium-tipped point, ink-view window and lever-vac fill—costs \$3.50 alone. Matching Repeating Pencil costs \$3. But the set—in gift box—only \$5! Choice of green, or gold-satin pyralin, or black.

3.—Sharpen it with your thumb!—and give it to anyone who'd like the handiest pencil ever made! The new Eversharp Repeating Pencil holds a six months' supply of lead—gives a new point when you press the top—uses Eversharp Square Lead that writes a sharper, finer line! Gold-filled, rhodium, or pyralin—from \$1.00 to \$50.

4.—Heavier than air—but much lighter than most pens and pencils is the new "Air-lite" set! And you save plenty when you buy *both* pen and pencil! The pen, in jet-black pyralin with silvery trim and 14K gold, iridium-tipped point, is \$2.75. The matching Repeating Pencil—\$1.75. But the set—*only* \$3.95!

5.—Jewel-like beauty! With a choice of six beautiful colors—all gold-trimmed—this Doric set offers unusual beauty! The pen has a 14K gold, iridium-tipped point, one-stroke fill (plunger-vac or lever-vac), visible ink supply. The matching new Eversharp Repeating Pencil is the "pencil you can sharpen with your thumb." The set—\$8.75. The Wahl Company, Chicago, U. S. A.

**WAHL-
EVERSHARP**

FINE PENS...PENCILS...LEADS
DESK SETS

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LIFE'S COVER. The only U. S. President's wife ever to have as great a hold on the affections of America as recent English queens have held on the affections of Britain is preparing to play hostess to the King and Queen. Eleanor Roosevelt has had to approve meals (boned capon, strawberry shortcake), evening entertainment (Marian Anderson). She has also had friendly argument with her mother-in-law over entertainment at Hyde Park (see pp. 61-67). The younger Mrs. R. wanted a hot-dog picnic. The elder Mrs. R. held out for a lawn party.

EDITOR: Henry R. Luce

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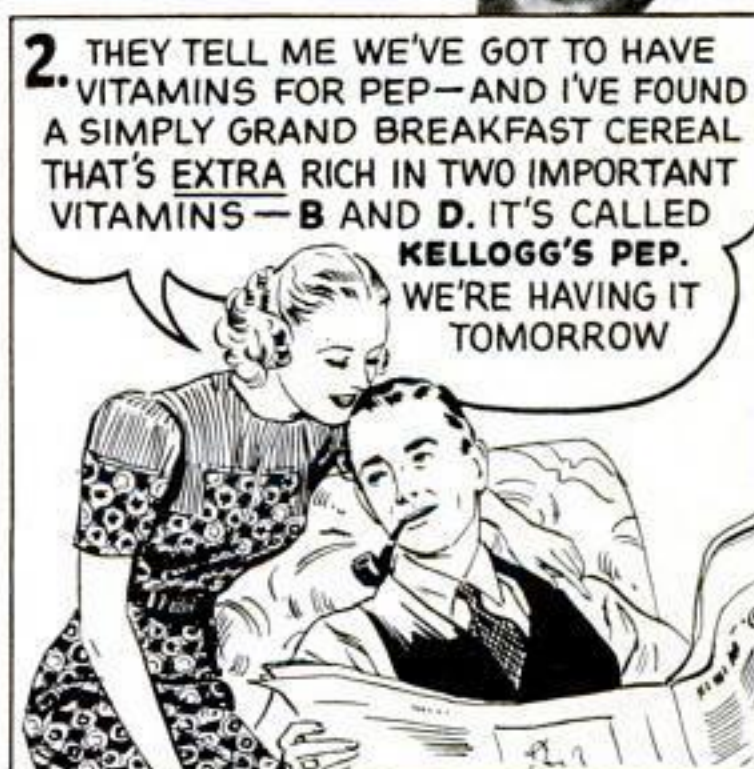
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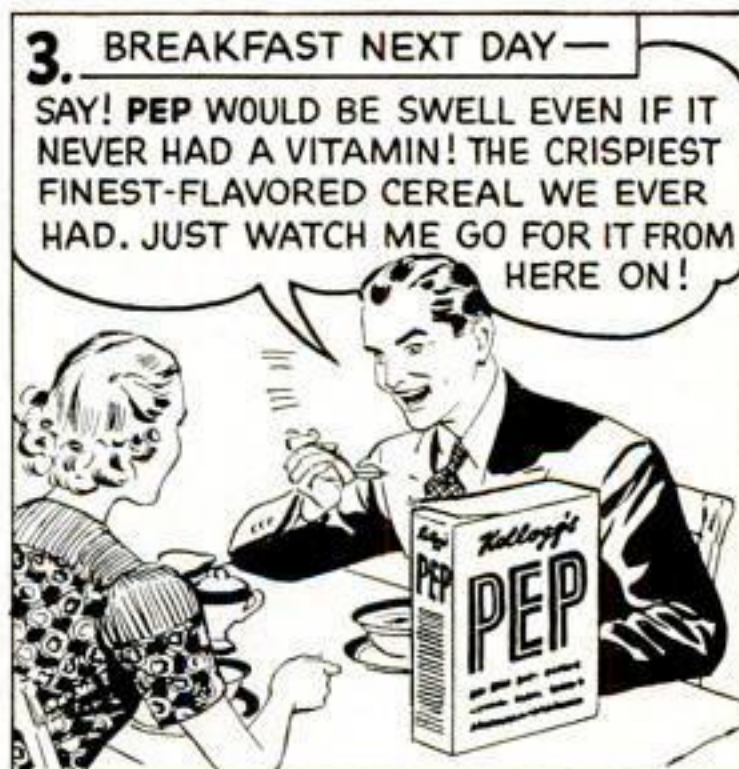
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1. DARLING, YOU'RE GETTING TO BE AN AWFUL STAY-AT-HOME! WHERE'S YOUR OLD-TIME SNAP AND SPARKLE? AND THAT REMINDS ME —



2. THEY TELL ME WE'VE GOT TO HAVE VITAMINS FOR PEP—AND I'VE FOUND A SIMPLY GRAND BREAKFAST CEREAL THAT'S EXTRA RICH IN TWO IMPORTANT VITAMINS—B AND D. IT'S CALLED KELLOGG'S PEP. WE'RE HAVING IT TOMORROW



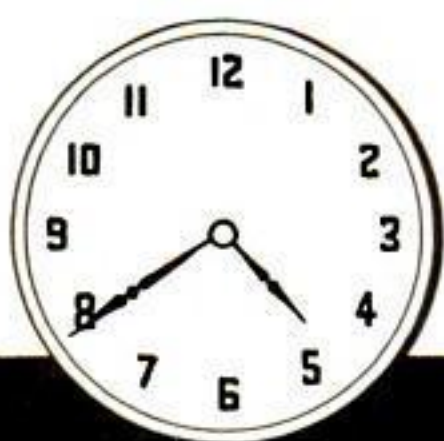
3. BREAKFAST NEXT DAY — SAY! PEP WOULD BE SWELL EVEN IF IT NEVER HAD A VITAMIN! THE CRISPIEST FINEST-FLAVORED CEREAL WE EVER HAD. JUST WATCH ME GO FOR IT FROM HERE ON!



IF YOU, TOO, HAVE LACKED VITAMINS — DISCOVER THE GRAND THINGS THEY CAN DO FOR YOU! AND TO HELP GET YOUR VITAMINS, EAT DELICIOUS **KELLOGG'S PEP** FOR BREAKFAST — CRISP, CRUNCHY FLAKES OF BRAN AND OTHER PARTS OF WHEAT, DELICIOUSLY FLAVORED AND ENRICHED WITH VITAMINS **B** AND **D**. GET IT AT YOUR GROCER'S. EAT **PEP** EVERY DAY, AND SEE IF YOU DON'T HAVE MORE ZIP AND ZEST!

Vitamins for pep! PEP for vitamins!*

*Pep contains vitamins B and D. Each ounce contains 1/5 of an adult's and 4/5 of a child's daily requirement of B, and about 1/2 the daily requirement of D.



one hour to go

A BUSINESS SCENARIO
IN
PICTURES AND SUB-TITLES



THIS IS THE VILLAIN

(but it's not his fault)

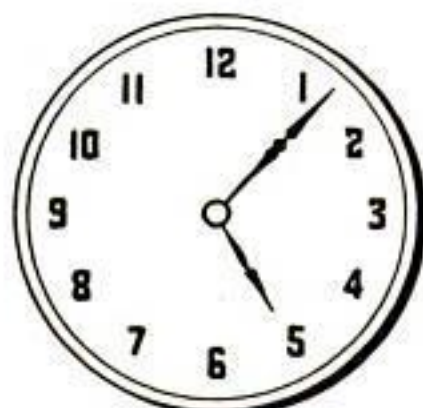
He brings in a last-minute telegram full of news. It requires immediate action, which means something must be sent out to a lot of people tonight!



THIS IS THE 'HEAVY'

(in other words, The Boss)

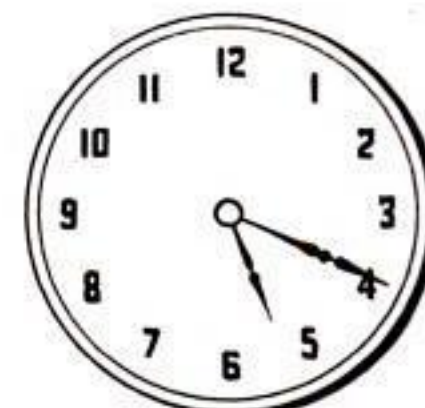
He has to translate the news into a sales idea or bulletin for his organization. That's not hard, but how will he get it out tonight?



THIS IS THE HEROINE

(also known as the Secretary)

She has the answer. She says: "Dictate your idea and leave it to me. Go on to your banquet. We'll get everything out and won't break the Fair Labor Standards Act, either."



THIS IS THE JUVENILE

(Sometimes called Office Boy)

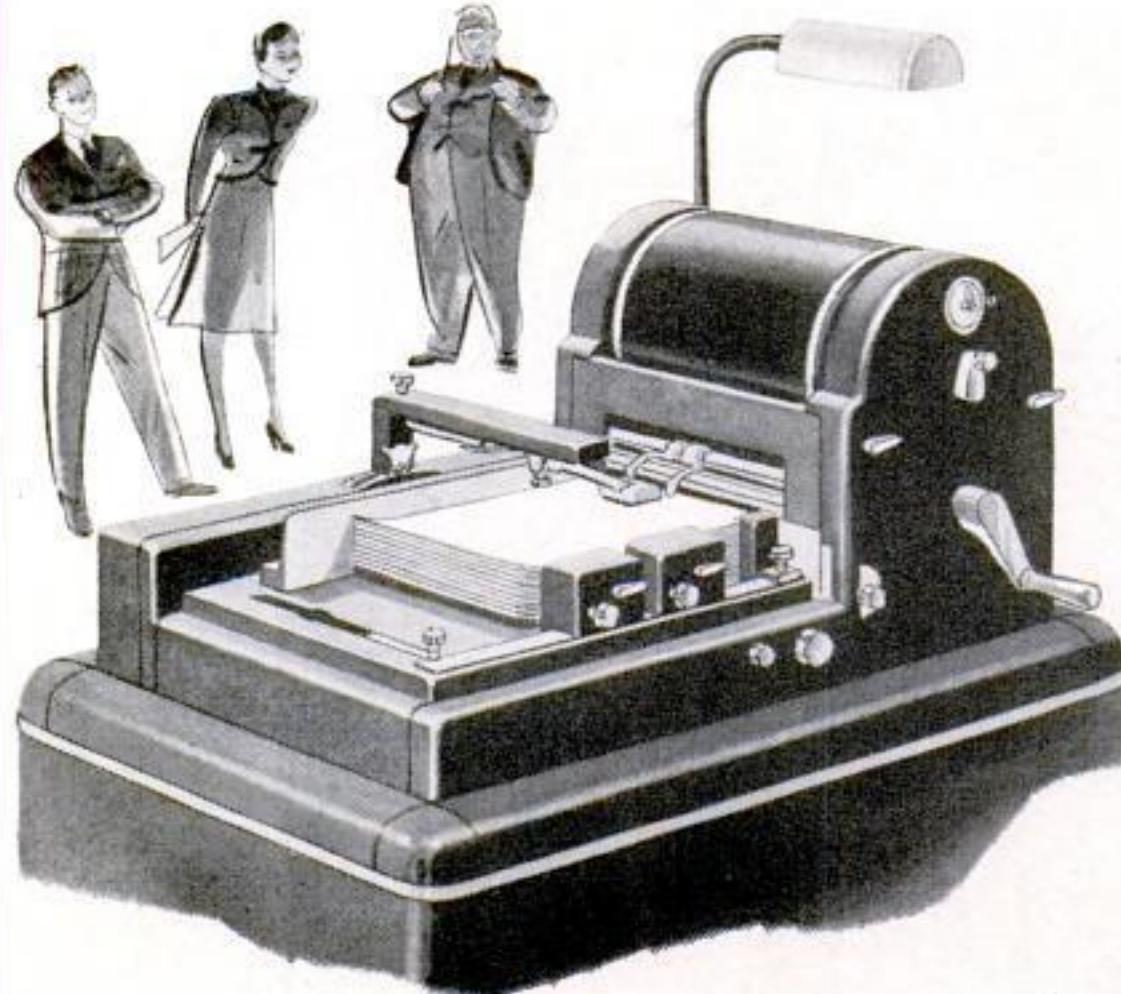
He's the arm that works with our secretary's eye and hand to get out the job that came in at the very last minute.



THIS IS THE HERO

(The Mimeograph stencil duplicator)

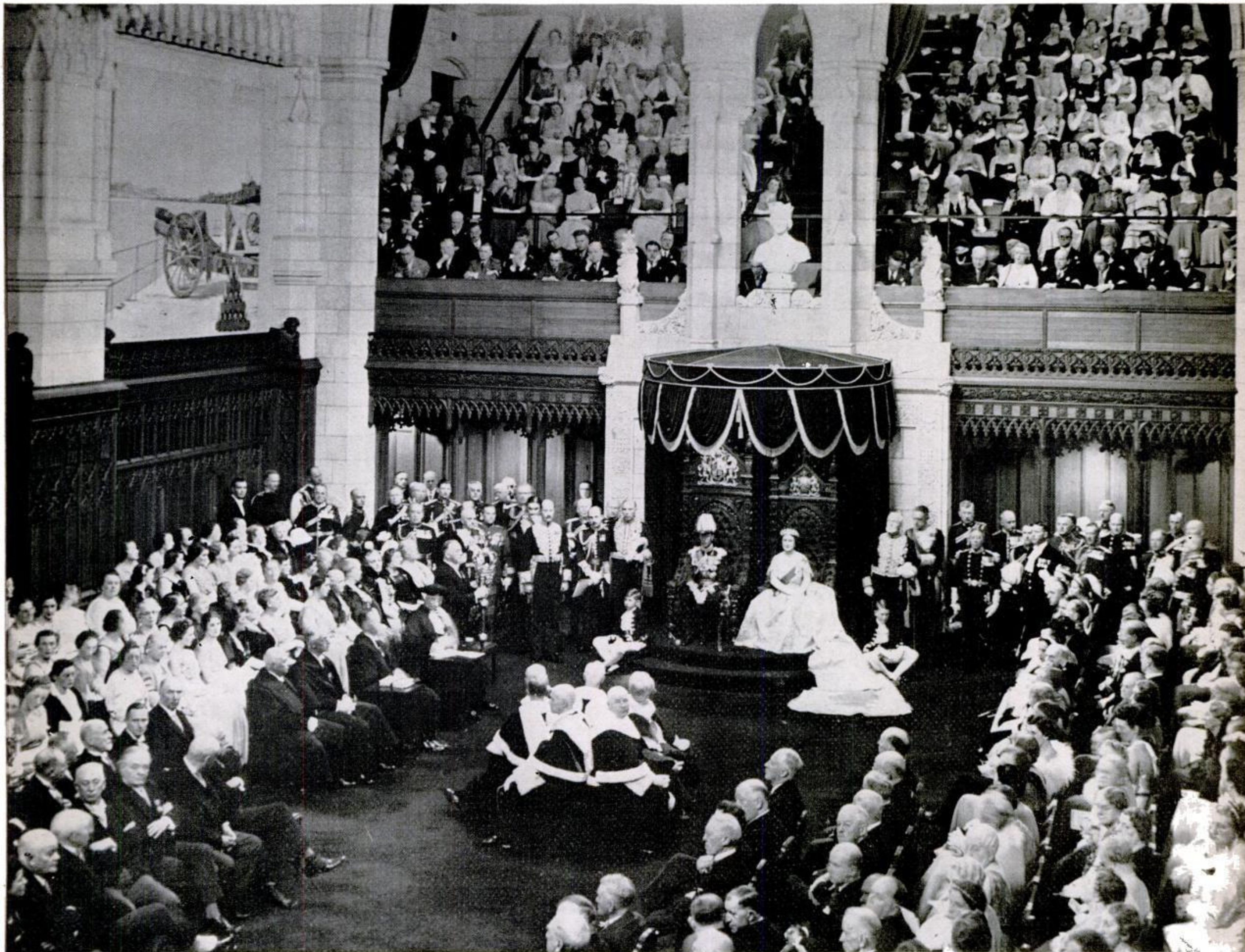
It gets out the job.
The boss has the idea.
The secretary puts it down on the Mimeograph stencil sheet.
—and the office boy with the trusty Mimeograph duplicator loaded with rich, black Mimeograph ink, rolls off the copies at speeds up to 150 per minute.
Only one hour to go—but that was plenty of time for the Mimeograph duplicator to do it!



DOES your office ever have such last-minute jobs? Do you have the Mimeograph duplicator with its allied products to meet those emergencies? Or those always-coming-up regular jobs? Our local distributor has an especially trained man who can tell you all about it. He is listed in the "Where to Buy It" section of your phone book. Why not call him? A. B. Dick Company, Chicago.

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KING GEORGE VI PRESIDES IN HIS OWN PERSON AT A SESSION OF THE CANADIAN SENATE AND GIVES THE DOMINION PARLIAMENT HIS CONSENT TO NEW LEGISLATION

THE KING AND QUEEN SIT ON AN AMERICAN THRONE

Several Englishmen who later became King have stepped on North American soil—William IV, George V, Edward VIII and George VI who, when he was a young midshipman in the Navy, got the measles in Ottawa. But never before last week had a reigning sovereign of Britain visited the America whose Thirteen Colonies 160 years ago chased King George III's men north of the St. Lawrence River. The first to do so is a nearly powerless figurehead who is doing it to get friends for the British Government

which sorely needs friends. The day when the King of England was anathema to citizens of the U. S. is long past. Today he is the symbolic centerpiece of a system of government that maintains democracy in far dominions and is glad that the most powerful nation in the world speaks English too.

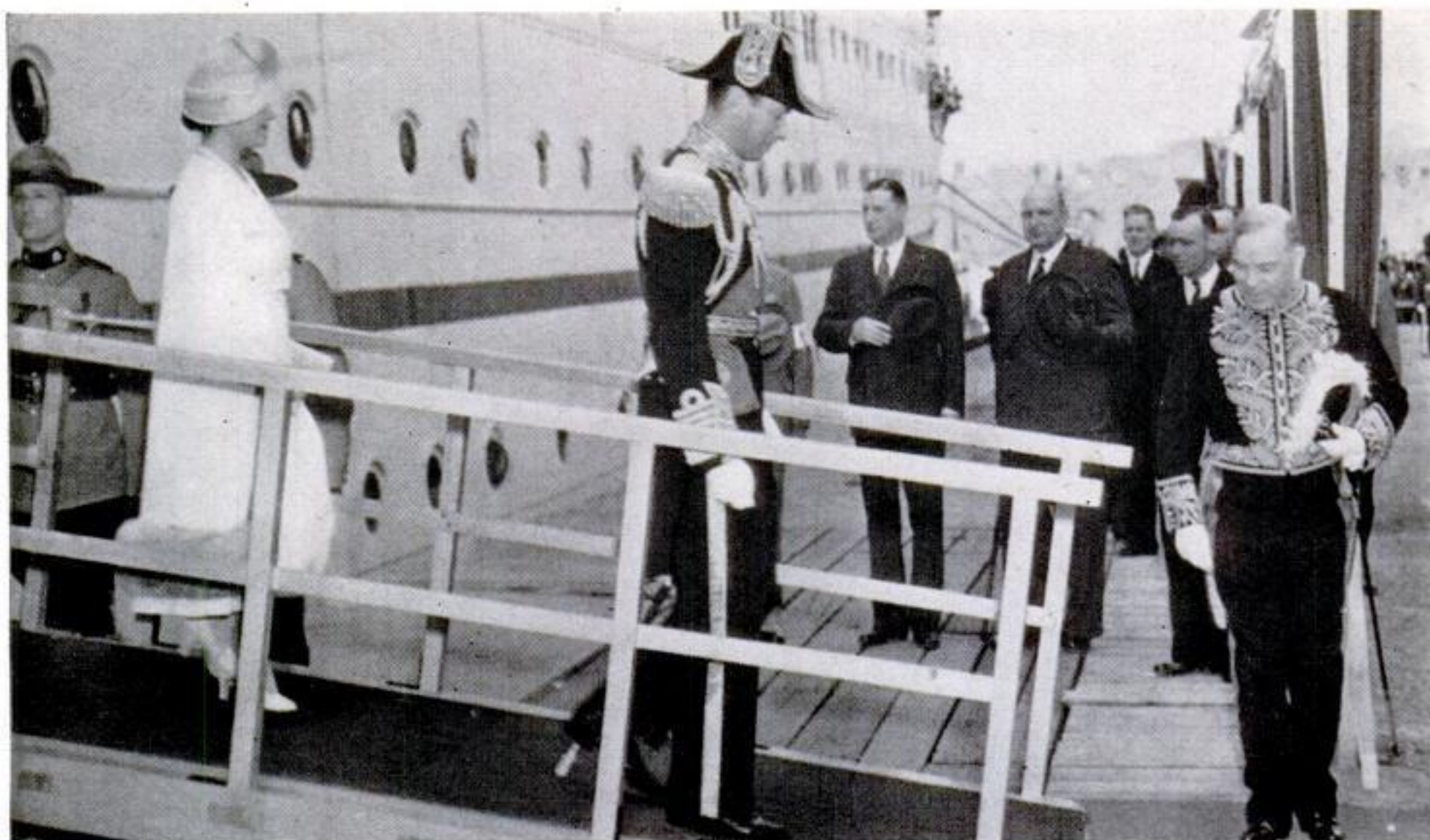
George VI and his Queen Elizabeth landed on May 17 in the Canadian province of Quebec where almost everybody speaks French. He first stepped ashore at Wolfe's Cove, where a great British general once arrived to drive the French out of Quebec in 1759. The shakoed guardsmen spoke French. The schoolchildren on the Plains of Abraham, where General Wolfe won, sang *God Save the King* in French. And to his surprise the King found that he himself was more fluent in French than in his native English. He got out of several speeches by the device of simply handing over parchment copies of what he wanted printed

in the papers. Wind-tanned by the 10-day trip on the *Empress of Australia*, he looked especially fit.

At Ottawa, May 19, came the first big moment. Ordinarily the King's Governor-General for Canada, now Lord Tweedsmuir, represents "the person of the King" before the Dominion Parliament. Last week the King himself, beside his Queen, went through the mummery of giving royal assent to new laws passed by the Canadian Parliament. Before the King (*above*) sit the seven old men of the Canadian Supreme Court on their woollack, the 96 members of the Canadian Senate and their ladies and the diplomatic corps. The King is uniformed as a war lord, the Queen wears the blue sash of the Order of the Garter. Theoretically the Senate is in session. Bills are being read and, by a nod from the King, theoretically approved. After three more weeks of this kind of thing, the King and Queen will enter the United States on June 8.

BRITISH ROYALTY BEGIN THEIR "ROYAL TORTURE" IN WESTERN HEMISPHERE

Far more wearing than any road trip of an American salesman is the 22-day itinerary of the King and Queen, described by one sympathetic Canadian paper as "royal torture." On these pages are their first three major stops—Quebec, Montreal and Ottawa, the first two preponderantly French-speaking cities, the last a real English city and Canada's capital. Royal protocol gave Canadians all kinds of surprises. For example, at the luncheon below, all but two of the waiters wore royal blue and gloves and those two, who waited on the King and Queen, wore scarlet and no gloves. The King, seated between the wife of the Quebec Minister of Justice, Ernest Lapointe, and Prime Minister Mackenzie King, could not light a cigaret until after he had been toasted and then he got it lighted before a shocked waiter could reach him with a match. Though the protocol around the King is rigid, the King himself is always human.



The first King of England ever to set foot on the Western Hemisphere is within a yard of doing so. He is in the uniform of Lord High Admiral of the British Fleet, the Queen

behind him in dove grey and chinchilla. At the end of the gangplank bows Canada's Prime Minister Mackenzie King. The time is 10:32 a.m., May 17, two days behind schedule.



AT FIRST LUNCH, KING OPENS NAPKIN FIRST



HE SMOKES ONLY AFTER HE HAS BEEN TOASTED

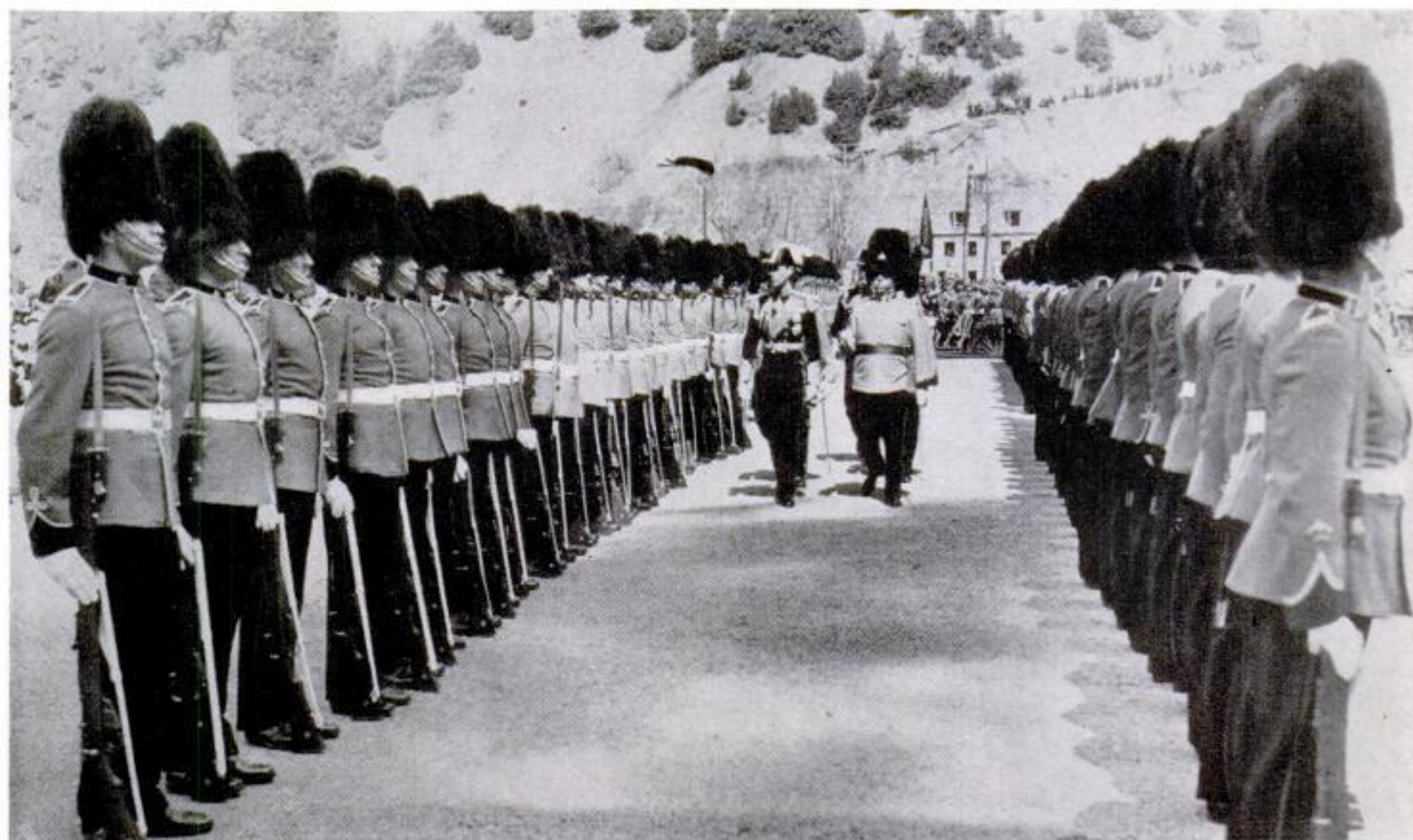


HE LISTENS TO PRIME MINISTER KING



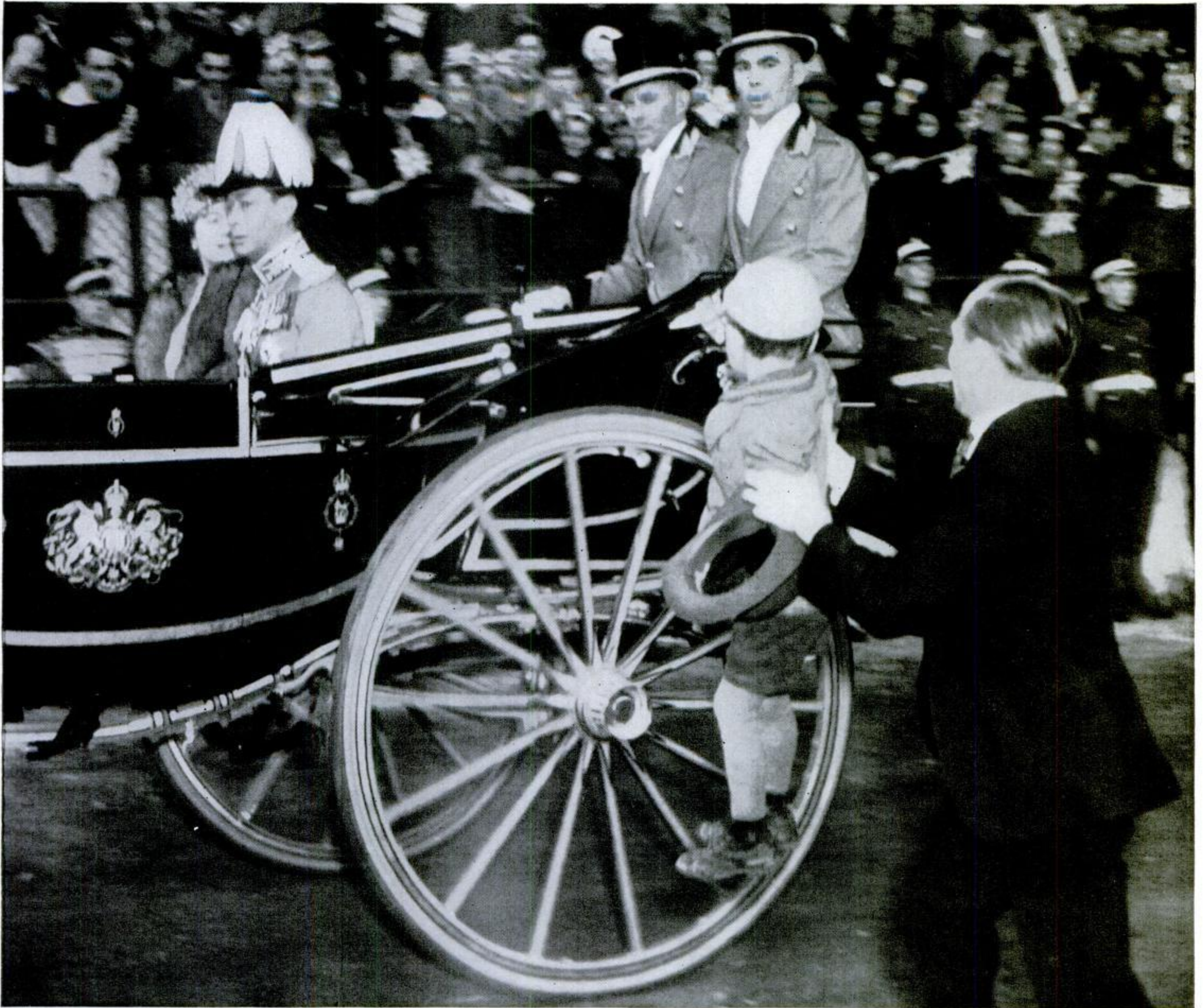
A king needs a throne and right at the Quebec dockside, George VI stands in front of a makeshift outdoor throne to receive two-score politicians. Half-observed beside him is

Prime Minister King. Nervous about their first bows to a king, most of them overdid it. All were impressed by the charm, bright-blue eyes and fine complexion of the Queen.



Guardsmen who speak French were the first surprise for the King. These are the famous Vingt-Deux (22nd Regiment) of Quebec, lined up at dock. The King is slowly re-

viewing them, accompanied by their commander, Brigadier General Mathews. The uniform is modeled on that of the Coldstream Guards, who help guard Buckingham Palace.



In Ottawa, Canada's capital, an eager father breaks through the police lines and holds up his son for a good look at the King and Queen of Great Britain, Ireland and the Domin-

ions Beyond the Seas. Here, in good British Ottawa, Their Majesties ride in an open landau with footmen and outriders instead of the Chrysler with bullet-proof glass they used in

French-Canadian Quebec. Here the King was met by his own Governor-General, Lord Tweedsmuir, and for a day sat on Tweedsmuir's throne in the Canadian Senate chamber.



The gracious Queen arrives for the Quebec State dinner at the Château Frontenac on the night of May 17, as the King waits and Quebec Premier Duplessis goes over in a bow. Her unshatterable ease and good humor were in contrast to the slight nervousness of the King.



Montreal's Golden Book starts a new volume with the signatures of the King and Queen. At left is Quebec's Mayor Camillien Houde, a preposterous local jingo who announced in February that in case of war between Britain and Italy, Quebec would be for Fascist Italy.

CONTINUED ON NEXT PAGE

(continued)

WHILE THE KING AND QUEEN WERE AWAY THIS WAS THE SOCIAL NEWS FROM ENGLAND

When the King and Queen sailed from Portsmouth on May 6, the whole Royal family (except the Windsors) were there to see them off, as well as the Prime Minister and his Cabinet. When the ship had sailed, the two young Princesses were taken in charge by their grandmother, Queen Mother Mary. She tried to keep their days busy and helped them write the replies to their parents' cablegrams. Once she even allowed them to make a trip on the London subway which she herself has never seen. Nobody except two ticket collectors recognized the two little girls in identical green costumes. One recalled punching the ticket of the Duke of Windsor once when a thick London fog forced him to get out of his car and take the subway.

A queenly role was also played by the Prime Minister's wife, Annie Vere Chamberlain, who served as Ball President of the Big Ben Ball to get money for Conservative Party propaganda movies. One of handsomest of Prime Ministers' wives, she played her part with a will (*see below*).



Queen Mary went to the movies, where she saw Claudette Colbert and John Barrymore in *Midnight*. "Grandmama Queen" also entertained her temporarily orphaned granddaughters.



The Princesses, Elizabeth and Margaret Rose, with two young friends and a Lady-in-Waiting, rode an elephant at London Zoo, got a bigger thrill by riding London subway.

THE PRIME MINISTER'S WIFE ACTS LIKE A QUEEN AT A CONSERVATIVE PARTY BALL



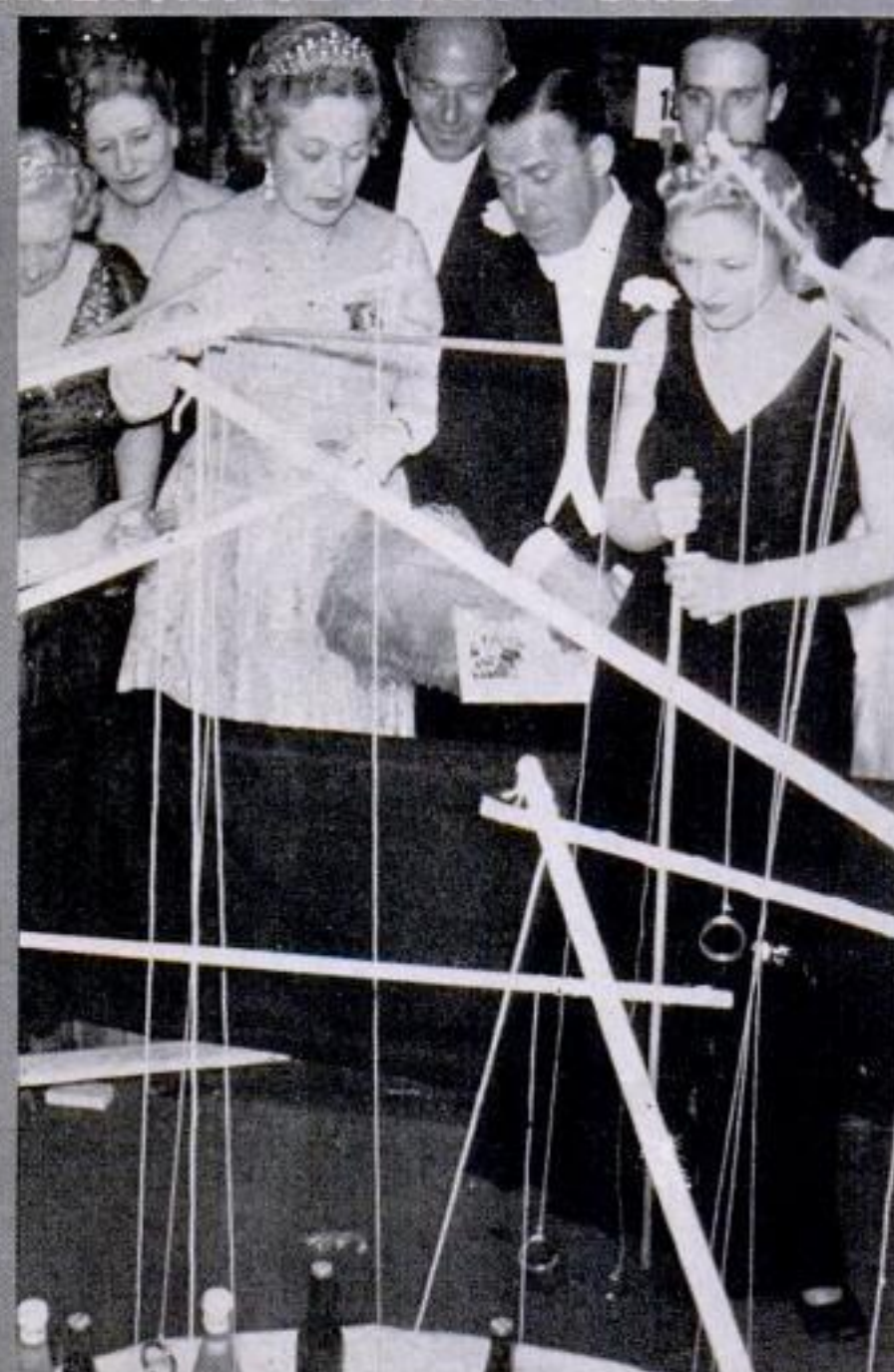
MRS. CHAMBERLAIN THROWS A DART FOR PRIZES



A GOOD THROW WINS A GIANT-PANDA DOLL



SHE LEAVES WITH CHAIRWOMAN LADY HACKING



"MY HUSBAND TAUGHT ME HOW TO FISH"



THE BRITISH AMBASSADOR HOLDS HIS FIRST PRESS CONFERENCE

The difficulties of a British King's visit to an ex-colony of successful rebels fall most heavily on the British Ambassador to the U. S., Sir Ronald Lindsay. Last week he gave Washington newspapermen the first press conference he had ever gone through. When the photographers' flash bulbs began to go off, he struck the pose above and said, "Let's finish with these fellows before we go on." One of the best fel-

lows in the world, he needed all his poise to meet the professional impudence of U. S. newshawks. When a woman asked, "Will Queen Elizabeth do something human when she is here, like going shopping?" he replied thoughtfully, "Probably she will send her maid out to do her shopping." Of the Washington garden party he said, "We accommodate all we can. It's like heaven. Some are taken and some are left."

LIFE ON THE NEWSFRONTS OF THE WORLD

The camera follows a king, enters a president's home, records a movie wedding and a marvelous baby

The most photographed people in the U. S. last week were Robert Taylor and Barbara Stanwyck, whose wedding took place in San Diego. Disguised under their own names of Spangler Arlington Brugh and Ruby Stevens Fay, they followed the Gable-Lombard example, sneaked off and got married. Photographers took more than 300 pictures of the happy couple. . . . Most photographed event on the North American continent was, of course, the journey of George VI and Elizabeth through Canada. LIFE follows the King and Queen on this trip (see pp. 19-23) and also visits, ahead of them, the fine estate where President and Mrs. Roosevelt will entertain them (see pp. 61-67). . . . Of the greatest human interest story of the week only one photograph had reached the U. S. This was the birth of a baby to a 5-year-old Peruvian girl. Because the camera, by tradition, does not lie, this picture easily ranked as LIFE's picture of the week.



TAYLOR & STANWYCK

Red & Blue. The great finale of the Spanish Civil War, long planned and often postponed, came off at last when Generalissimo Franco last week took the salute of 150,000 marching men in Madrid. LIFE this week presents a Close-up of this little-known man who seems to have a way with Spaniards. Rain fell steadily during the parade, soaked the blue shirt Franco wore for the Fascist Falange Española and the red beret he wore for the Carlist monarchists. His success in peace will depend on his ability to wear both red and blue.

Defenseless. "War on the defenseless" was the way the Nazi Chief of Germans Abroad, Ernst Bohle, last week described the democracies' new practice of deporting undesirable Germans. One more refugee from Germany's own war on defenseless Jews last week was the great Austrian-Jewish banker, Baron Louis Rothschild, finally ransomed by his rich kinsmen and whisked out of Germany to Paris.



ROTHSCHILD

Palestine. The British Government on May 17 issued its White Paper on Palestine and was promptly in more trouble than ever before. Riots in Jerusalem and Tel Aviv wounded several hundred Jews and killed a British constable. Tel Aviv Jews paraded with the slogan, "The Bible is our mandate; England cannot annul it." The White Paper had proposed that at the end of ten years Palestine become free with a population fixed at two-thirds Arab, one-third Jew and with political guarantees for the Jewish minority. Over the next five years 75,000 Jews will be admitted, a few more than the past average, but then no more. The plan, rejected by both Jews and Arabs in London last March, awoke a mighty roar of indignation from Jews all over the world. The trouble was that Britain sorely needs the loyalty of the Arabs in the next War, can already count on that of the Jews.

Strange Bargain. How many crates of pickled pears is Hank Greenberg worth? How many rhododendron bushes would you give for Joe DiMaggio? Last week it became very important to know such things, as Italy, hard-pressed for money with which to buy coffee, offered to swap the services of a star soccer player to a Rio de Janeiro football club in return for an undisclosed number of sacks of Brazilian coffee.

Moseley and Plot. The quiescent Dies Committee to Investigate Un-American Activities blasted its way to the front pages by airing a loony story about a Jewish-Communist plot to overthrow the U. S. Government. Supposedly overheard by a waiter in a New York club, the plotters had set an "M-Day" on which a trained army of 150,000 foreign mercenaries was to launch a surprise attack, overpowering U. S. authority while Jewish bankers undermined it by creating a financial panic. This story was told the committee by a rich New Yorker named Dudley P. Gilbert and a reserve army captain named James Erwin Campbell. Their fantastic anti-Semitic tale implicated Republican Chairman John D. M. Hamilton and Major General George Van Horn Moseley, U.S.A. retired. The ex-General has long been suspected of being pro-Fascist and anti-Semitic. Mr. Hamilton's connection with the "plot" seemed remote and innocent.



MOSELEY



STETTINIUS

Idle Money. Franklin Roosevelt addressed a set of important questions to the temporary National Economic Committee on May 16. He wanted the committee to find out why the vast reservoir of idle money in the U. S. was not flowing out into investment in capital goods. Does our economy need less capital because it is leaving its period of rapid expansion, he asked. Or has investment been diverted because of some fault in the operations of the investment markets? "Idle dollars," he said sententiously, "profit no man." With this, most economists agree. They point out that in 1923-29, an average of \$18,000,000,000 was invested annually in capital goods. Only once since that time has the annual capital investment approached this figure. To many economists this is the crux of the recovery problem. Until the \$18,000,000,000 figure is approached, they see no prosperity in the land. Three early important committee witnesses were not cheery. Chairmen Stettinius, Sloan and Young of U. S. Steel, General Motors and General Electric, all announced that they were able to finance their own expansion in capital goods out of their own corporate pockets. They did not think they would have to go into the market for money. When Mr. Stettinius finished, Leon Henderson, the committee's economist, complimented him as an excellent witness even though Steel's chairman once dropped his testimony on the floor (inset).

NEXT WEEK

LIFE'S SPECIAL ISSUE ON THE FUTURE OF AMERICA

Next week's LIFE will be a special issue devoted entirely to America, to its past and its present as they point inspiringly toward its possible future. Among the highlights will be picture articles on America's "promised land," the Pacific Northwest; on the marvels of agrobiolgy and chemurgy, and the battle of aluminum v. steel; on the University of Iowa's School of Fine Arts, where young Americans are getting graduate degrees for painting, writing, composing; on General Motors' "Futurama," smash hit of the New York World's Fair. Actual photographs, rare and thrilling, will show San Francisco Bay full of sailing ships in the early 1850's, Custer's men before Little Big Horn, many another scene of America's yesterdays. By arrangement with the Department of the Interior, LIFE will show for the first time the new Official Map of the United States, in full color. There will be specially drawn pictorial maps in color of "America: How It Grew, 1492-1907" and a "Portrait of America, 1939." For this issue Walter Lippmann has written a magnificent declaration of faith in "The American Destiny."

In co-operation with LIFE and the Department of the Interior, the National Broadcasting Company will dramatize the same theme in a full hour radio broadcast over NBC's Red Network on Sunday, June 4, at 3 p.m. E.D.S.T.

PICTURE OF THE WEEK

From Lima, Peru, the cables on May 15 flashed the incredible news that a 5-year-old Indian girl named Lina Medina had just given birth to a 6-lb. baby boy. Dozens of Lima doctors testified to the truth of this unprecedented gynecological feat. They considered her age proven by her mother's testimony; by the fact that she still had her milk teeth, usually lost by children before they are 7, and was just getting her molars; and by her birth certificate which lists her as 4½. That she was gynecologically precocious was settled by the fact that she started to menstruate at three months, that she had an unusual supply of calcium in her system, that her pelvic formation was mature beyond her years. A Dr. Eugene MacCormack, once of Wisconsin and now of Lima, added his belief that Lina was only five. No one knew who the baby's father was. The baby was delivered by Caesarean section. Lina did not nurse it. She and her son were doing well. Offers to show both at the World's Fair poured in.

In the U. S., however, doctors were skeptical. No such early birth had ever been recorded although births to girls of eight are known. U. S. medicos said that some children kept their milk teeth until they were 12. They said that menstruation in babies a year old or less was not unknown. It was a symptom of ovarian tumor. Peruvian doctors said they would welcome a U. S. commission to make its own findings. But *El Universal*, Lima newspaper, was so enraged at U. S. disbelief in Peru's medical miracle that it swore henceforth never to believe any news that came from the U. S.



Peru's unbelievable mother and baby

BAYONETS KEEP PICKETS AT BAY IN BLOODY HARLAN COUNTY'S LITTLE COAL WAR



Under the glint of fixed bayonets, in Harlan County, Ky., "company men" and "union men" fought out the last-ditch battle of the Appalachian coal war. In all the other coal fields, the operators had given in to John L. Lewis, granted the C. I. O. demands. But in "Bloody Harlan" the operators held out and

last week defiantly opened half their mines. National Guardsmen, ordered out by Governor Albert B. ("Happy") Chandler, grimly set up machine guns on every important road in the county, used their bayonets to keep pickets from molesting workers at mineheads. There was plenty of gunfire but both

sides shot mostly in the air. One striker was wounded.

President Roosevelt stayed aloof but the Federal Surplus Commodities Corporation sent carloads of surplus grapefruit (*see p. 28*) which were distributed to needy strikers' homes. Federal conciliators predicted peace in Harlan County within the week.



A miner grins, shields timid woman as he quits for the day under heavy guard. About 2,500 reported for work, but after one day of it many miners changed their minds, stayed home.



Hand in pocket, a miner stands off a picket (*right*) with a rock in his hand. The picket lines held day and night. After one clash with the National Guardsmen, 46 miners were jailed.

DOCTORS PUT WOMEN PATIENTS IN "FROZEN SLEEP" FOR FIVE DAYS



IN THIS EXPERIMENT, ICE WATER IS BEING USED TO LOWER THE INTERNAL BODY TEMPERATURE. IN THREE HOURS IT FALLS TO 89°

Ice water passes to motor driven pump then to coil circuit involving breast and metastatic area of the neck, returning to the thermometer and back into ice container.



IN ANOTHER EXPERIMENT, ICE IS PACKED DIRECTLY AROUND THE PATIENT, WHO DRIFTS OFF INTO A PLEASANT, DREAMLESS SLEEP

During "hibernation" there is complete cessation of kidney function and no bowel activity. Patient recovers from this state with increased appetite and improvement in general state of well being.



PATIENT AWAKES, SMILING AND HAPPY, WITH NO MEMORY BUT OF SLEEP

Last week, doctors attending the annual American Medical Association meeting in St. Louis gazed wide-eyed at a movie which showed something that had never before been done to a human being. Reproduced here are stills from the movie. On beds in the picture lay women covered with cracked ice. They were hopeless cancer sufferers. For five days they had been "hibernating." Pulse beats became imperceptible. Kidneys and apparently digestive organs no longer functioned. Their metabolism slowed down 10 to 20%. Their internal temperature was about 89°. The temperature of one woman was carried down to 82° for a short time. Only their hearts beat slowly. According to the textbooks, they should have been dead from pneumonia if from nothing else. But they did not die. Instead when they were awakened with warm applications they felt better. Apparently, by "freezing" a person, the "repair tissues" of the body are strengthened, while the cancer cells themselves are kept from growing. A few of the hopeless patients given this treatment are still living and comfortable.

Worked out by Doctors Temple Fay and Lawrence W. Smith of Philadelphia, the new idea is called "hibernation." "It is not a method of treatment of cancer," says Dr. Fay, "but suggests an important new adjunct to therapy." This new experiment set doctors on a holiday of speculation. Some thought it should give the heart such a rest it might prolong life. Others were anxious to try the idea on cases of heart disease, insanity, tuberculosis and other degenerative and infectious diseases.

ROCHESTER GETS TRYOUT OF FEDERAL STAMP PLAN FOR GIVING FOOD TO THE NEEDY

On May 16, Rochester, N.Y., became a guinea pig for a unique experiment to bridge the gap between the man who has food to sell and can't and the man who wants to buy food and can't. If the experiment works in Rochester, all the 4,700,000 U. S. families on relief and WPA may profit by it.

The idea is this: when a relief client gets his bi-monthly check (typical: \$29 in Rochester), he may use part of it to buy a book of orange stamps, redeemable for food at face value in any store. With every dollar's worth of orange stamps he buys, he gets free 50¢-worth of blue stamps. These too are redeemable in any store but only for certain foods designated as surplus. Thus the relief client gets a bonus, provided only that he spend it on foods with which the market happens that week to be glutted.

Sponsor of the food-stamp plan is a New Deal agency called the FSCC. To farmers these initials, standing for Federal Surplus Commodities Corporation, are well known. For more than three years, FSCC has tried to relieve farmers of surplus foods by buying them, passing them on to the needy through food depots. The scheme worked, but often in hit-or-miss fashion. Stores objected to the competition. Reliefers complained that one week they would get all potatoes, next week all oranges, next week nothing.

The food-stamp plan is designed to distribute the surplus foods in efficient fashion through regular business channels. Instead of getting food directly, the relievers get stamps from the FSCC and buy the surplus food in stores. First beneficiaries were Rochester's 9,000 families on relief who had the right to buy or not, as they chose, up to \$1.50 in orange stamps for each member of the family per week, with half as many blues free. Orange stamps are good for anything in a grocery store (except liquor, tobacco). The purpose of having them is to keep relievers from buying only surplus foods and getting an unbalanced diet. Grocers may use the stamps to pay their bills or redeem them at the FSCC.

If the plan works—and this week cautious officials guessed it would take a month to know—the FSCC is ready to expand the program, financed by Customs. First reaction was favorable. Although low-wage earners in private industry felt left out and some thought the plan visionary, Rochester's Republican municipal regime and its anti-New Deal Publisher Frank Gannett approved. Rochester tradesmen were pleased with hope of sales increases up to 50%. Health officials and jobless liked it and Rochester's biggest chain grocery (Hart's) thought that if the plan were extended to all cities, it would wipe out the national food surplus, except wheat, in a month. The next city to try the plan: Dayton, Ohio on June 1.



This 25¢ blue stamp is good for surplus food. One of these is given free with the purchase of every two orange stamps.



Relief clients file into FSCC headquarters at Rochester to trade cash for the strange new currency in books of \$2-to-\$10 value. The jam discouraged many. Others held back to watch, but in three days, more than one-third of those

receiving relief checks this week paid \$28,000 for orange stamps and got \$14,000 free in blues. Some grocers' stocks of surplus goods were cleaned out. One out of five of Rochester's 330,000 residents gets some type of government aid.



These are surplus foods designated by Secretary of Agriculture Wallace and displayed by a Rochester grocer: butter, eggs, dried beans, dried prunes, oranges, grapefruit, flour and cornmeal. Up to now, the FSCC has bought and

distributed billions of pounds of these to the needy. Sometimes families lived on pears, boys played baseball with oranges. Now an aged couple on relief (below) buy what they need from a grocer who profits on normal and surplus food.



OLD RELIEF MEAL



Spaghetti is the main dish for Thomas McDermott and his typical relief family (above) under the old system, plus diced beets, biscuits, peanut butter, milk, a little butter and grapefruit juice marked "Not to be sold," from the old Rochester food depot. Lena, his wife, budgeted her family of five to \$32.40 a month, averaging about 7¢ a meal per person.

Eggs and beans, both surplus foods, appear at the first stamp-food meal. Other surplus foods bought with blue stamps are butter, prunes, oranges and grapefruit (on the shelf). The family has used some of their orange stamps to buy extra potatoes, spinach and bread, and Robert (right), 16 months old, now gets more vitamins A, B and C in a 10½¢ meal.

NEW FOOD-STAMP MEAL





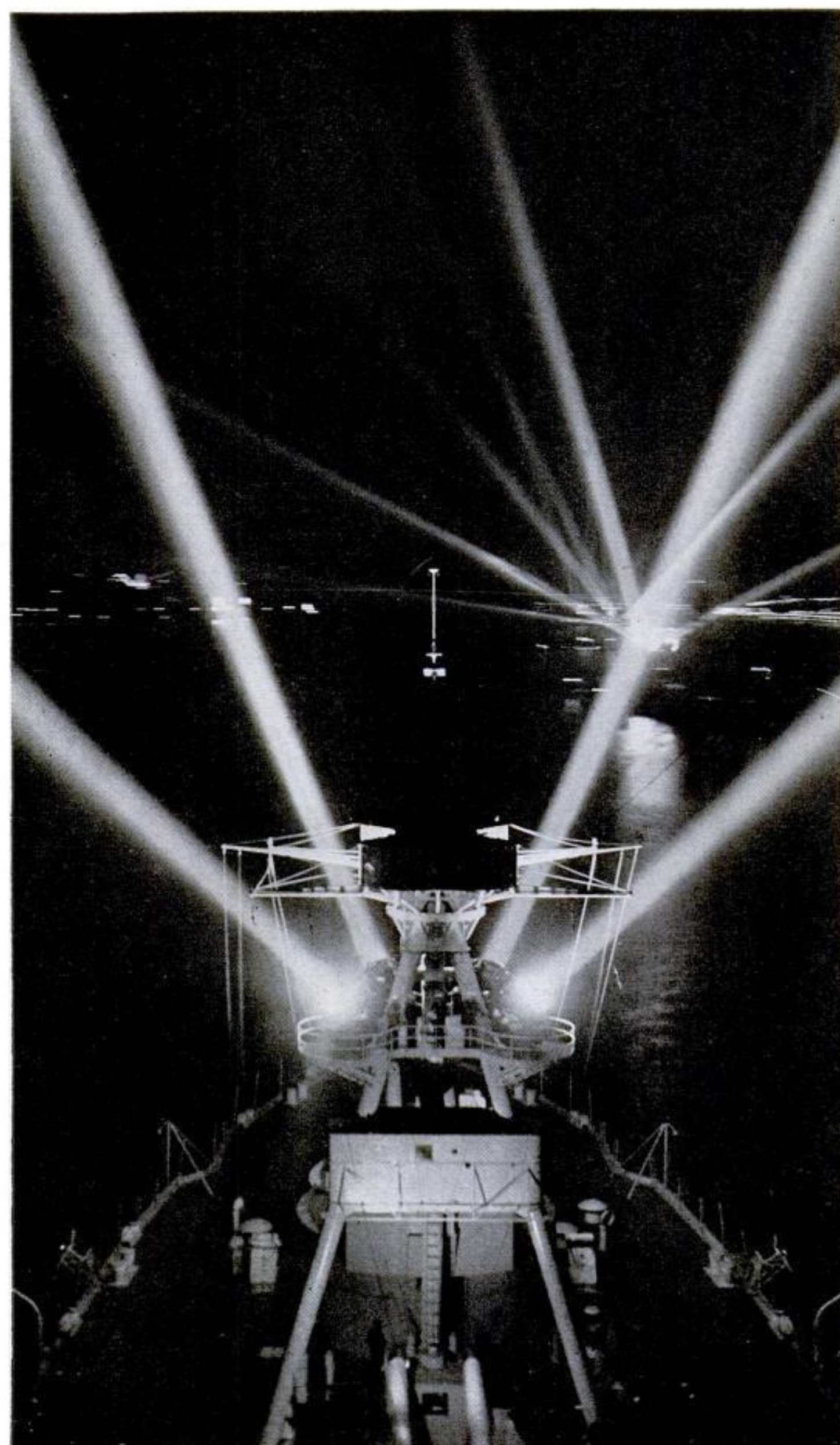
Caterpillar ride was an ideal choice for the first investment. Defined by concessionaires as a "love ride" it lasts five minutes. Each compartment is covered by green awning after start, ensuring privacy for the occupants. After the Caterpillar ride, sailors watched the girls walk over machine designed to blow skirts up (*below*). Sailors laughed, girls squealed.



NAVY SEARCHLIGHTS PLAY FOR NEW YORK AND SAILORS TAKE IN CONEY ISLAND

Whatever may be their other qualifications, U. S. sailors are the world's ablest at making friends with girls. One afternoon when 28 ships of the U. S. fleet were anchored in the Hudson River, Sailors Ray MacDonald, Jack Garner and George Pickel, of the U.S.S. *West Virginia*, took it into their heads to visit Coney Island. On the same afternoon, Showgirls Anna Mae Tesslo, Vivien Moore and Mildred Solly, of *The Boys from Syracuse*, had exactly the same idea. The result of this coincidence was inevitable. Sailors and girls encountered each other for the first time at a shooting gallery. Ten minutes later they were all quite intimately acquainted. Splitting up into convenient pairs, they spent several hours investigating most of the amusement devices available at Steeplechase Park.

Sailors' technique for making friends is so simple as to be almost primitive. It includes good-humored approach, genial salute often accompanied by words of advice and gallant self-introduction. After showing Showgirls Tesslo, Moore and Solly how to load, hold and shoot rifles, Sailors MacDonald, Garner and Pickel wasted no time in indecisive preliminaries. They offered invitation to excursion on the "Caterpillar" (*left*), which showgirls accepted. Afternoon was a great success.



Navy searchlights played in sky over the Hudson. While sailors went sightseeing in New York, New Yorkers went sightseeing on Fleet, of which most ships were open to visitors.



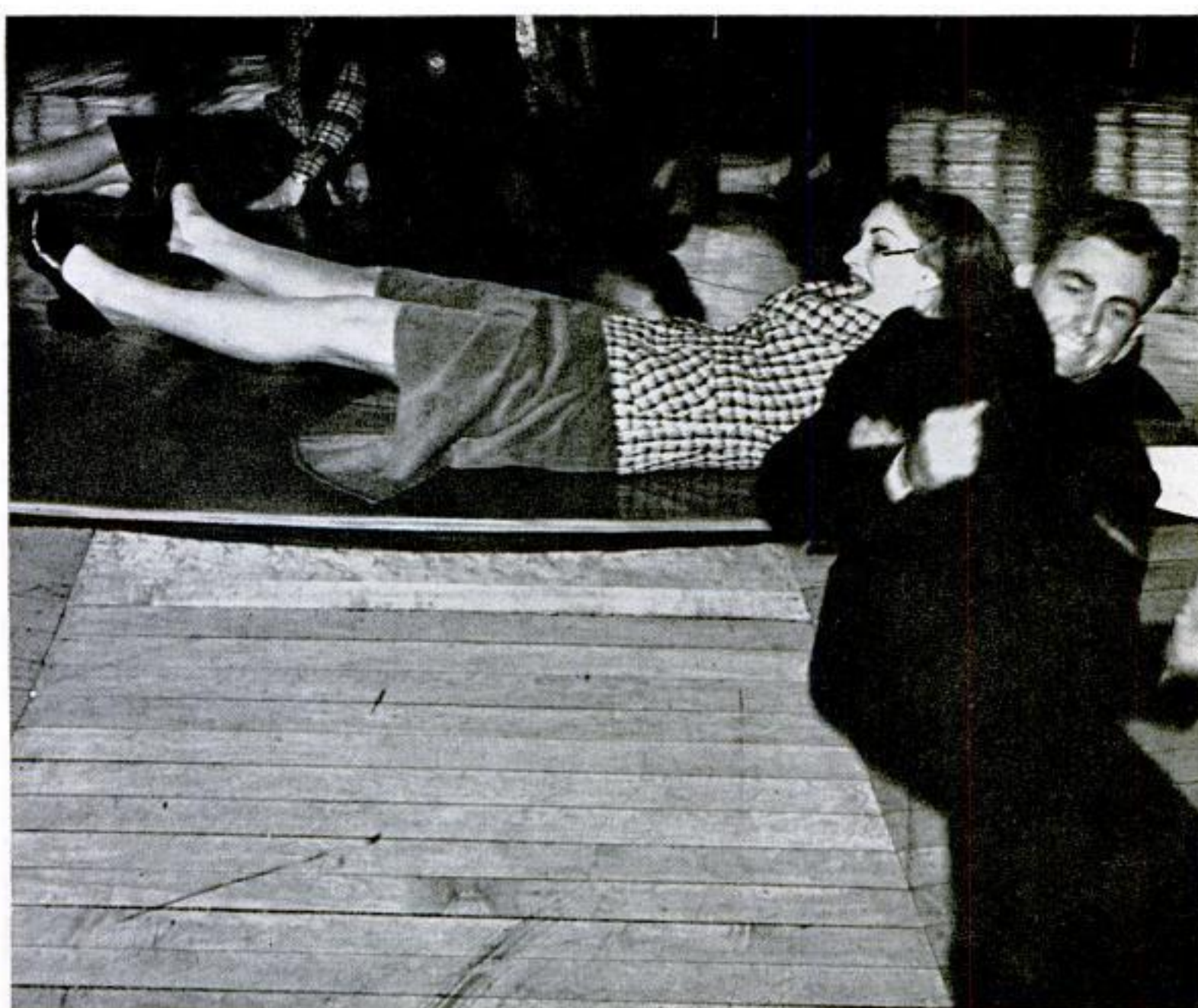
The main attraction at Steeplechase Park is Steeplechase Horses. A 50¢ ticket gets each person 31 entries to differ-

ent attractions. Amazingly similar poses are here exhibited by Sailors MacDonald, Garner and Pickel. Sailor Jack Gar-

ner is no relation to the Vice President. Many sailors enjoying shore leave like to take their girls riding in rowboats.



"Roulette Table" spins at increasing speed, disarranging the girls' clothes and causing the passengers to slide off. Showgirl Tesslo is being overcome by centrifugal force.



Showgirl Tesslo and Sailor Pickel slide off together. After their amiable afternoon, sailors and showgirls had dinner together in Feltman's Restaurant and went for more rides in the evening.



WHILE RAIN SPLATTERED OUTSIDE AND POOLS FORMED ON THE TRACK, WOODWARD (RIGHT) AND OTHER SOCIALITES KEPT DRY IN PIMLICO'S FASHIONABLE CLUBHOUSE

MR. WOODWARD SEES JOHNSTOWN LOSE PREAKNESS TO MARYLAND'S FAVORITE HORSE

The mustachioed gentleman at far right (above) is old William Woodward, chairman of the Jockey Club. As such, he is the most important figure in U. S. horse racing. On May 13, when the picture was taken at Pimlico racetrack in Baltimore, he was ordering himself an Old Fashioned. Mr. Woodward was a confident man. His great 3-year-old colt, Johnstown, had won the Kentucky Derby by seven lengths the week before, was a 1-to-2 choice that afternoon to win the Preakness. Experts agreed that Woodward was sure to pocket the \$53,000 purse.

Two hours later Mr. Woodward was an unhappy man. He had learned that long-striding Johnstown, who looks better than Man o' War on a fast track, cannot run in the mud. In

the rain, which dripped dismally all afternoon, Woodward watched his colt get off in front, lead through the back stretch and into the far turn. Then, slipping and sliding in the mud, Johnstown suddenly faded. From far behind came William L. Brann's Challedon, Maryland-bred and Maryland-owned, the pride of every Maryland horseman. Three hundred yards from the finish, Challedon splashed into the lead, crossed the line two lengths ahead of Mrs. Henry C. Phipps's Gilded Knight. Johnstown, exhausted, floundered in fifth.

Mr. Woodward stood at attention while the band joyfully played *Maryland, My Maryland* and the crowd gave Challedon the greatest ovation in the history of 68-year-old Pimlico.



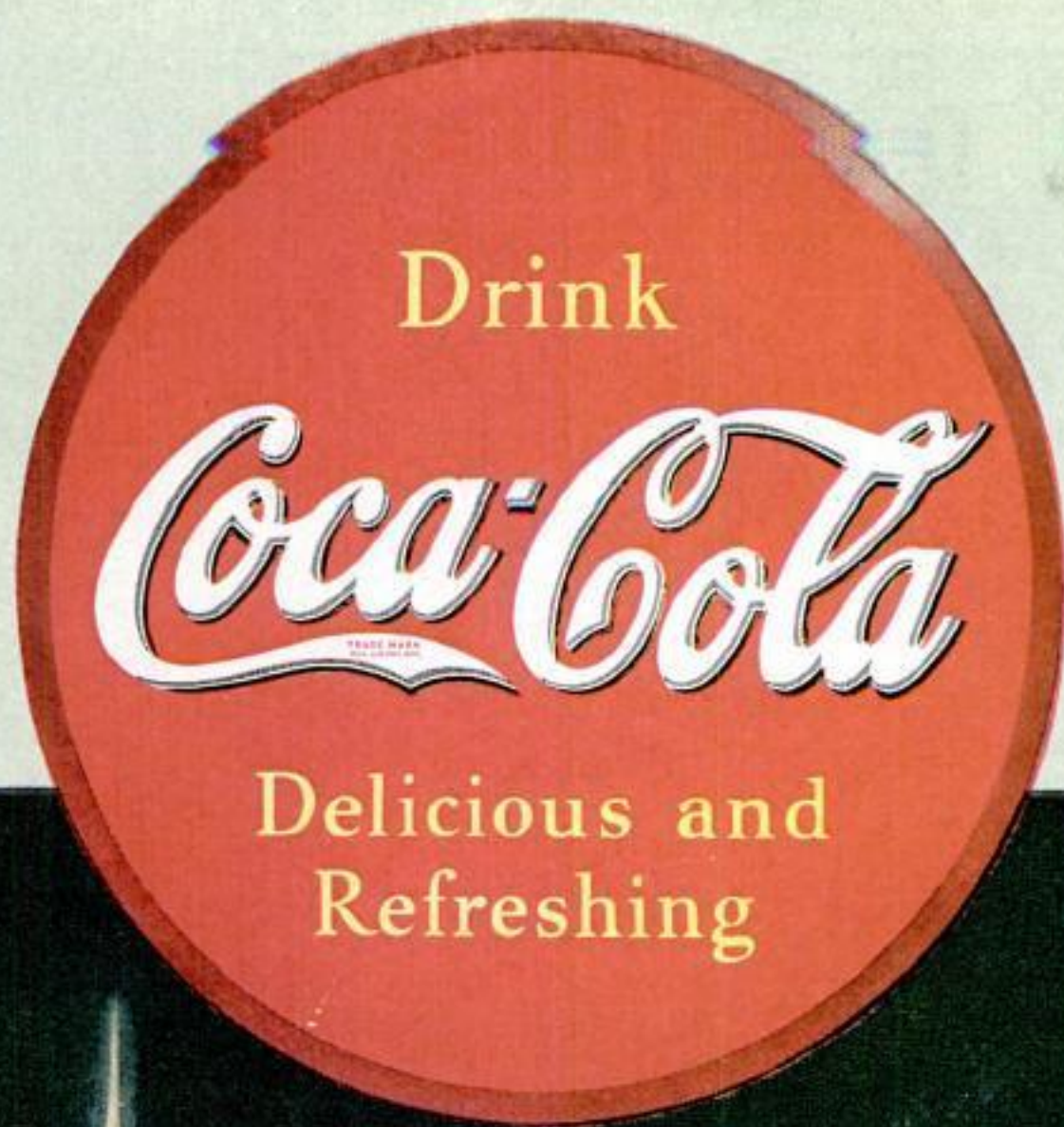
WILLIAM WOODWARD



Grandstand patrons wore heavy boots, raincoats and fishermen's hats, had no warm clubhouse to sit in. It has rained for three of the last 15 Preakness Stakes at the Pimlico course.



Immediately after the finish, Challedon returns proudly to the winner's circle. Jockey is George Seabo, who also rode Challedon on May 6 to a second place in the Kentucky Derby.



At the Fair... and going there



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New York World's Fair 1939 invites
you to the World of Tomorrow



Golden Gate International Exposition
on San Francisco Bay invites you to
the Pageant of the Pacific

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The drink everybody knows ...from New York to San Francisco

Go to the fair. See things...do things...enjoy yourself. Coca-Cola will be there. And on the way you'll find ice-cold Coca-Cola...at filling stations, refreshment stands, on trains, and at airports. For Coca-Cola has made *the pause that refreshes* America's favorite moment.



THE PAUSE THAT REFRESHES... EVERYWHERE

Mixed for nearly a century in the world's most famous gin drinks

IN EGYPT
The Gin and Tonic

IN INDIA
John Collins

IN ARABIA
The Pink Gin

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IN ITALY
Vermouth Gin

IN BRISBANE
Shandy

IN HUNGARY
The White Lady

IN VENEZUELA
The Tom Collins

IN JAVA
The Pahit Ingggris

IN BOLIVIA
The La Paz

IN AUSTRALIA
Gin Sling

IN CAPETOWN
The Gin and Mixed

IN ENGLAND
The Martini

IN CHILE
The Gin Sour

IN BRAZIL
Gin and Bitters

IN NEW ZEALAND
Gin and Gingerale

IN COLUMBIA
The Gin Highball

IN LIBERIA
Gin and Coconut Milk

IN MANILA
The Chamberlain

IN MONTE CARLO
The Gin Fizz

GILBEY'S *the GIN* that made the *Collins* famous

You may never have a chance to order a Pahit Ingggris in Java, a Gimlet in Hong-Kong or a Shandy in far-away New Zealand... but there's never a day when you can't have in your Tom Collins right here in America the same superlative quality that has made them famous over the Seven Seas... if you'll always insist on Gilbey's Gin!

And then when you taste the *difference* this *international* gin makes in a Tom Collins... that richer, fuller, smoother taste it gives... why, then you'll see why the Tom Collins has come to be such a national favorite since Gilbey's came to America. Insist on Gilbey's, *the gin that makes a great drink greater!*

THE "INTERNATIONAL GIN" DISTILLED BY GILBEY IN THE U.S.A.—AS WELL AS IN... ENGLAND... AUSTRALIA... CANADA

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YOUR GUIDE TO



GOOD LIQUORS

Gilbey's Gin — 90 Proof — made from 100% grain neutral spirits

MOVIE OF THE WEEK:

The Puritan

French murder film runs into censor trouble

Film censorship in the U. S. is of two kinds. The Hays organization in Hollywood censors films before they are made. State censor boards and local police departments censor them afterwards. Made abroad, *The Puritan* is outside the Hays province. New York's State Board of Censors, however, has rejected it *in toto* as "indecent, immoral, sacrilegious, tending to incite to crime and corrupt morals." Obviously destined to cause further lively controversy on the always highly controversial subject of morals in the movies, *The Puritan* has so far been shown in Connecticut and New Jersey, which have no State boards. This week in Los Angeles it starts a series of nationwide showings.

The Puritan was filmed in Paris, at the absurdly low cost of \$27,000, directed by Liam O'Flaherty who also wrote the novel from which it was adapted. Released in the U. S. with English titles, it presents with noteworthy good taste and superb dramatic effect a psychological study of a peculiarly shocking murder.



Hero of "*The Puritan*" is a young religious fanatic named Ferriter, played by Jean Louis Barrault. In Ferriter's Dublin boardinghouse lives a girl named Theresa Burke. Learning that she is having an immoral love affair, Ferriter tries to reform her. He thinks he has succeeded until he comes in one evening and is enraged to hear Theresa talking to her lover (above).



Eavesdropping at the door of Theresa's room, Ferriter decides to murder her, throw the blame on her companion.



After brutally stabbing Theresa, Ferriter politely pulls her negligée over her bare leg, then hurries back to his room.



To police next day, Ferriter coolly explains that the girl deserved to die, that he knows where to find the murderer.



A reporter, Ferriter says he wants to write up the crime as an act of Divine Retribution. His publisher fires him.



The director of a vigilance society to which Ferriter belongs refuses to accept Ferriter's hysterical view of the crime.



At police headquarters, Ferriter denounces Theresa's lover. The suspicious inspector assigns a detective to follow him.



Failure to convince people that murder was an act of God terrifies Ferriter. He goes home, gets money from his uncle.



After confessing crime to a horrified priest, Ferriter walks the streets, meets a girl who reminds him of Theresa Burke.



In a rowdy cafe, Ferriter's new friend gets him drunk. Shadowed by police, Ferriter raves about "divine destiny of man."

CONTINUED ON NEXT PAGE

The World's Most Honored Watch
LONGINES
at the
WORLD'S FAIR



Presenting
The Thrilling Spectacle
"Time and Space"
Directed By The
American Museum
of Natural History
Exhibited In The
Longines-Wittnauer
"Time and Space Building"

Produced by the American Museum of Natural History—sponsored by Longines Watches—"Time and Space" is a World's Fair super-feature. Also see the Longines collection of historical timepieces containing the original Longines Watches used by Byrd, Lindbergh, Wilkens, Hughes and others in their history-making flights. Longines Watches priced \$40 upward are sold by authorized Longines Jewelers.

LONGINES WORLD FAIR WATCHES
Designed to commemorate the 10 World's Fair Grand Prizes won by Longines since 1886.
Yellow Gold Filled, 17 Ks., as illustrated.

Ladies' Cord Watch \$59.50

Men's Strap Watch \$59.50

Pocket Watch \$59.50

LONGINES
The World's Most Honored Watch
WINNER OF 10 WORLD'S FAIR GRAND PRIZES—28 GOLD MEDALS

Movie of the Week (continued)



Breaking into the girl's room police, who by this time have sufficient evidence to prove Ferriter's guilt, arrest him for murder. Ferriter screams hysterical denials.



Back at headquarters, facing hideous truth that the real motive for his crime was not divine justice but repressed sexual jealousy, Ferriter at last grimly confesses.



In jail, Ferriter realizes the consequences of his self-deception. Censorability of *The Puritan* is partly due to the fact that by implication it attacks all censorship.

How Tommy won by a hair!



"Sorry, Herman, but I've had a date for weeks that I just can't break," (but she thought "That frowsy-headed oaf... if he'd only do something about his hair.")



"Gee, Horace, you called just too late. I'm having dinner with Tom," (but she thought "Gosh! he looks like a Gigolo with the sticky concoction he uses to plaster down his hair. They'd think I paid to have him take me out.")



"Tcht! Tcht! You're always just too late, Herbert," (but she thought "He's about ten years too late. That bald-pated guy looks old enough to be my father.")



"Oh, hello, Tommy. So glad you called. Sure... I'd love to go out tonight. About 9 o'clock" ... (and she thought "Would I marry that guy if he'd only ask me!")

P. S. Tommy, you see, uses Kreml every morning. Here's why: a daily dousing with water tends to dry out the hair, make it brittle and may even cause it to fall out. Greasy, sticky preparations, besides making you look like a Gigolo, may very well clog up the pores of the scalp. Kreml checks excessive falling hair, removes dandruff scales and relieves itching scalp. Kreml keeps hair in order without having an artificial, plastered-down look.

WOMEN TELL US that Kreml puts the hair in splendid condition for a permanent—makes permanents look lovelier and last longer.

Kreml Shampoo is a splendid ally of Kreml Hair Tonic. Made from an 80% olive oil base, cleanses hair and scalp thoroughly, leaves hair easy to manage.

Ask for Kreml at your drug store or barber shop.

"Canada's Finest"



SIEUR DE LA SALLE—one of "Canada's Finest"—La Salle, "father of Canadian explorers", blazed a trail up and down the entire Continent of North America. "The most capable, intelligent man I know," wrote Frontenac, Governor of Canada, to the French King. A daring pioneer of the 17th Century—one of "Canada's Finest".

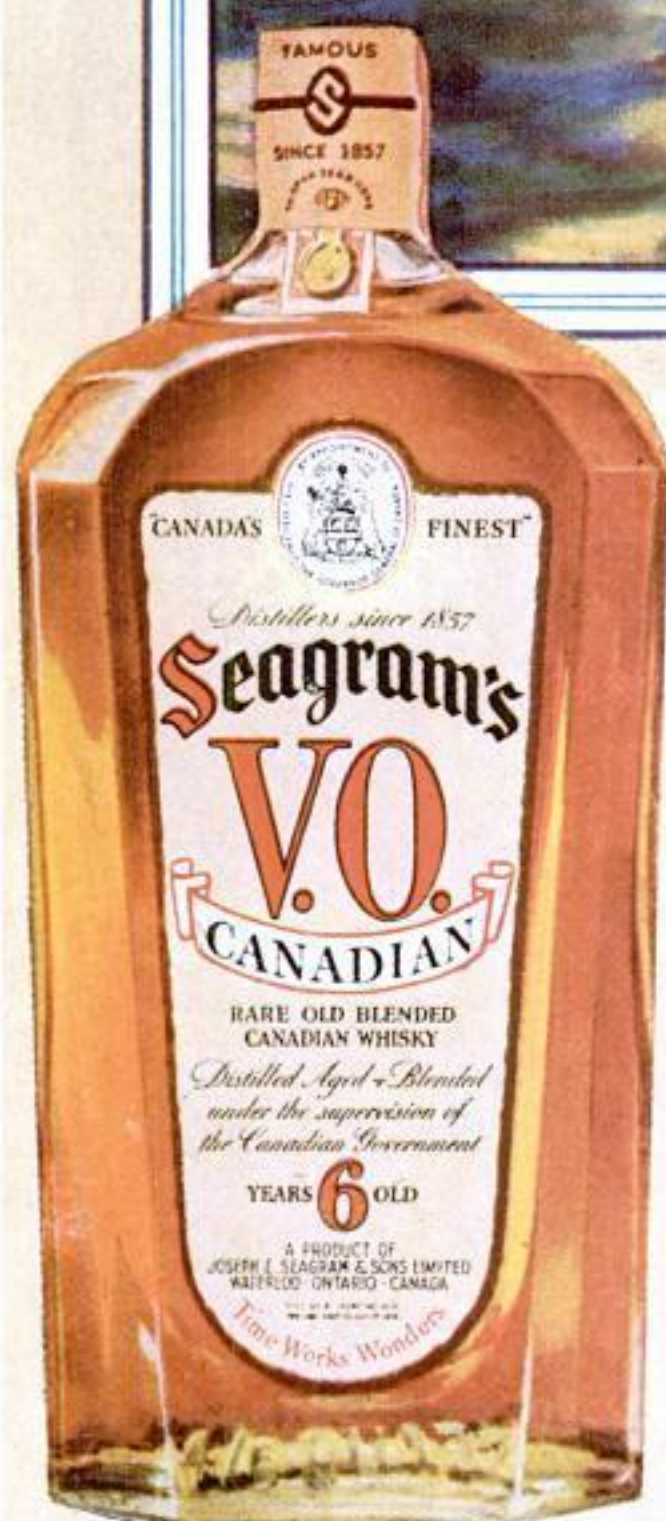
You Have Never Tasted a More Delicate Whisky

THE DOMINION OF CANADA is renowned throughout the world as the home of light, palatable whiskies—yet none, we believe, can compare for sheer delicacy or distinctive taste with Seagram's "V.O."

To create a Canadian Whisky so delightfully refined and low in proof (86.8) is an achievement that calls for the most talented craftsmanship and long experience in the art of blending.

Asking for "Seagram's 'V.O.' and Soda" at your favorite bar or package store—or serving it to friends in your home—stamps you as a connoisseur of rare whisky—a man of good taste who appreciates "Canada's Finest".

Seagram's "V.O." Canadian. Rare old blended Canadian whisky. 6 years old—Distilled, aged and blended under the supervision of the Canadian Government. Seagram-Distillers Corp., N. Y.



A MASTERPIECE OF
THE BLENDERS' ART
6 years old... 86.8 proof

Seagram's **V.O.**
FINE WHISKIES SINCE 1857
CANADIAN

*Deliciously Delicate—
Yet Deeply Satisfying*

OLD MASTERS WORTH \$30,000,000 GO TO NEW YORK FAIR AT ELEVENTH HOUR

This week, after a year of hot controversy, the New York World's Fair is scheduled to open its \$30,000,000 show of Old Masters. With 450 paintings and 50 pieces of sculpture, it is twice as big as San Francisco's rival display (LIFE, Feb. 13), but cannot equal it for outstanding masterpieces. Most of the pictures come from such American collectors as Jules Bache, Edsel Ford, the estate of Andrew Mellon. Five of the more impressive works are shown here.

Chief objector to holding any art exhibit was Fair President Grover Whalen. For a streamlined "World of Tomorrow," where cows are milked on merry-go-rounds and customers take parachute jumps, Whalen declared that an art show was a "static display," entirely out of place. Protests came from artists who asked if the Fair was to be merely "a glorified Coney Island." Newspapers recalled that during the Chicago Fair the art show was almost as big a crowd-catcher as Sally Rand and netted \$300,000.

A year ago last April, Whalen agreed to convert one building into a separate gallery for modern U. S. art. The same month he allotted a two-acre site for an exhibit of Old Masters, for which "a public-spirited group of citizens who prefer to remain anonymous" underwrote the cost of building a museum.

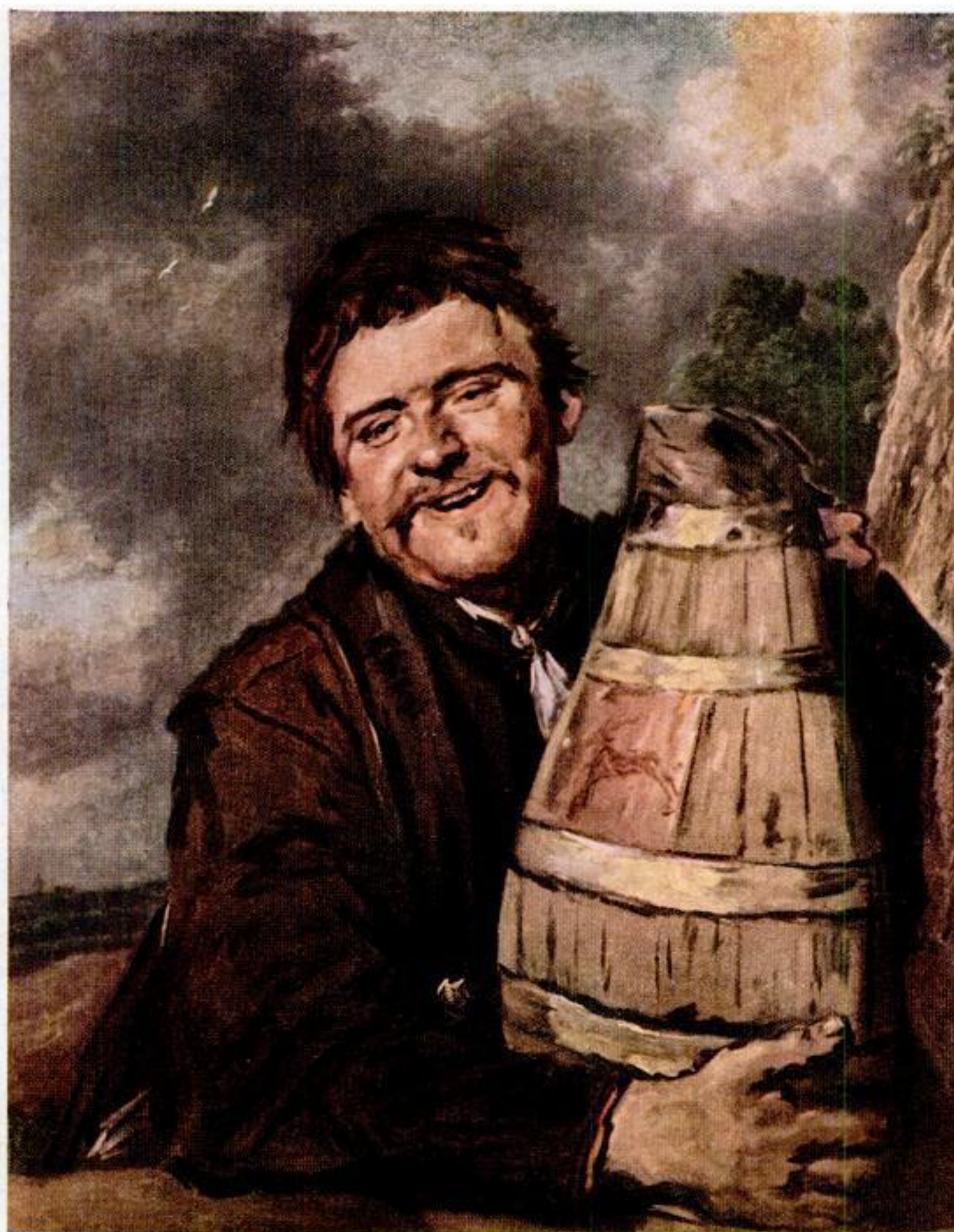
Today the Old Masters are being hung in this new \$250,000 fireproof museum on the Street of Wheels. Its three one-story pavilions are built around a landscaped court. Paintings and sculpture are arranged according to period so that a visitor can "walk through" the history of art from the Middle Ages through the Renaissance into the 19th Century. Admission is 40¢ for adults, 30¢ for children and art students. Delighted by the show's grandeur, Grover Whalen no longer refers to art as a static display, but proudly calls it "an outstanding attraction of the Fair."



"LADY ELIZABETH CONYNNGHAM" WITH IRISH HARP IS BY SIR THOMAS LAWRENCE



"THE BETRAYAL" BY HIERONYMUS BOSCH SHOWS CHRIST (CENTER) WITH JUDAS AT HIS LEFT SHOULDER. PETER (RIGHT) FIGHTS OFF CHRIST'S ASSAILANTS



"MAN WITH BEER KEG" IS TYPICAL OF MERRY PEASANTS PAINTED BY FRANS HALS



"HOLY FAMILY" BY RUBENS DEPICTS MARY AND CHRIST CHILD AS DUTCH BLONDES



"THE RAPE OF EUROPA" IN A DUTCH SETTING WAS PAINTED BY REMBRANDT IN 1632. NOTICE HIS HAZY IDEA OF A SHIP'S CRANE (LEFT) SEEN IN AMSTERDAM HARBOR



Copyright 1939

"...and not too much sugar"



"Why do you say not too much sugar?"

"Gosh! Ed—for me a Tom Collins is a sight more refreshing if it's not overpowered with sweetness."

"I'm a couple of jumps ahead of you. It's just as important to make sure the gin is Extra Dry."

"How come?"



"Listen, an extra dry gin blends better with the fruit juice and brings out the flavor. Learn to say Fleischmann's—It's *extra dry* and much better for a Tom Collins."

"You're telling me! It's a better gin for any man's drink. Happy days."

FLEISCHMANN'S GIN IS *EXTRA DRY*

Fleischmann's Sloe Gin gives added zest and color to your long cool sloe gin fizzes and rickys. 65 Proof.

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WEDDING IN IRAN



WEDDING DECORATIONS COVER TEHRAN'S CENTRAL SEPAH SQUARE. IN ITS CENTER IS AN EQUESTRIAN STATUE OF THE SHAH, ERECTED BY HIMSELF

The Shah of Iran dresses up his capital to welcome a new daughter-in-law

It was a long and complicated business for the sister of the King of Egypt to marry the eldest son and heir of the Shah of Iran, sometimes called Persia. Last March, Crown Prince Shahpour (meaning "Shah's son") Mohammed Reza went to Egypt to get his bride and sign the marriage contract (LIFE, April 10). But the marriage was by no means complete then. Under the law of Islam, a woman is a sub-citizen who has no voice in the legal transfer of her person. On the way back to

Iran in the King of Egypt's yacht, the two slept in separate cabins. The real wedding took place in the groom's country from April 15 to 25.

The self-made Shah of Iran has concentrated on his own country during all the 13 years of his reign. Except for occasional diplomatic breaches over fancied insults to Iran, he has had almost no foreign policy at all. The wedding was his chance to show the world and the Egyptians that Iran is a modern nation. The women in Teheran were

notably unveiled. The fireworks were all-Iranian. The leading Army division in the parade was newly named for the bride, Princess Fawzia. Most significant was the order in which the foreign Army detachments marched behind the Iranian and Egyptian troops. First came the French, then the British, then the Turks, then the Russians, all with bands. Throughout the festivities, the Italians and Germans, eager to win the Shah's favor, made a great diplomatic fuss over the happy young pair.



Head man of Iran is Reza Shah Pahlavi, who rose to power from ranks of Army. Second son is behind him.



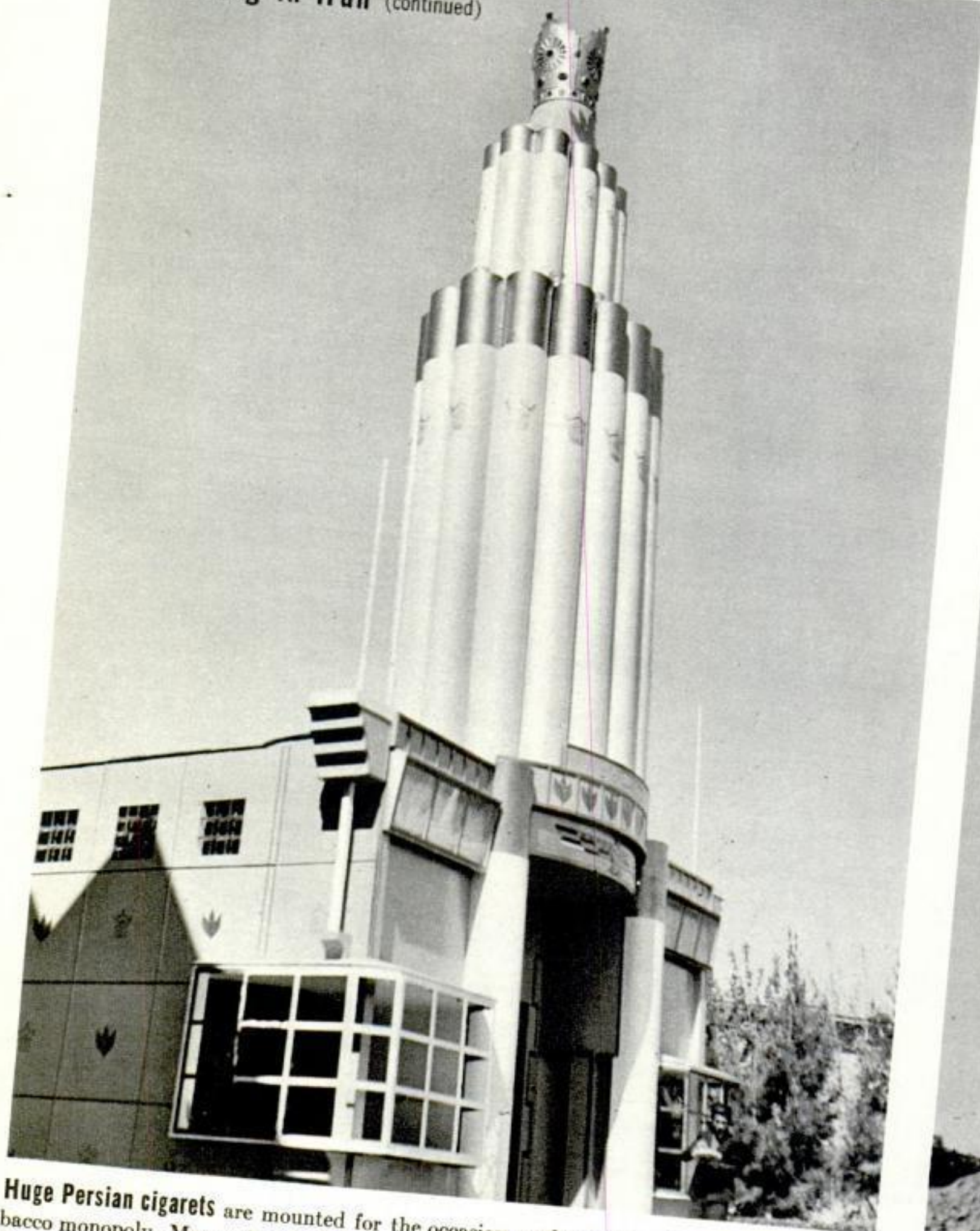
Portraits of bride, Shah and groom are strung up on Municipal Hall, seen also in top picture. The Shah, founder of his dynasty, is a stern father and father-in-law.



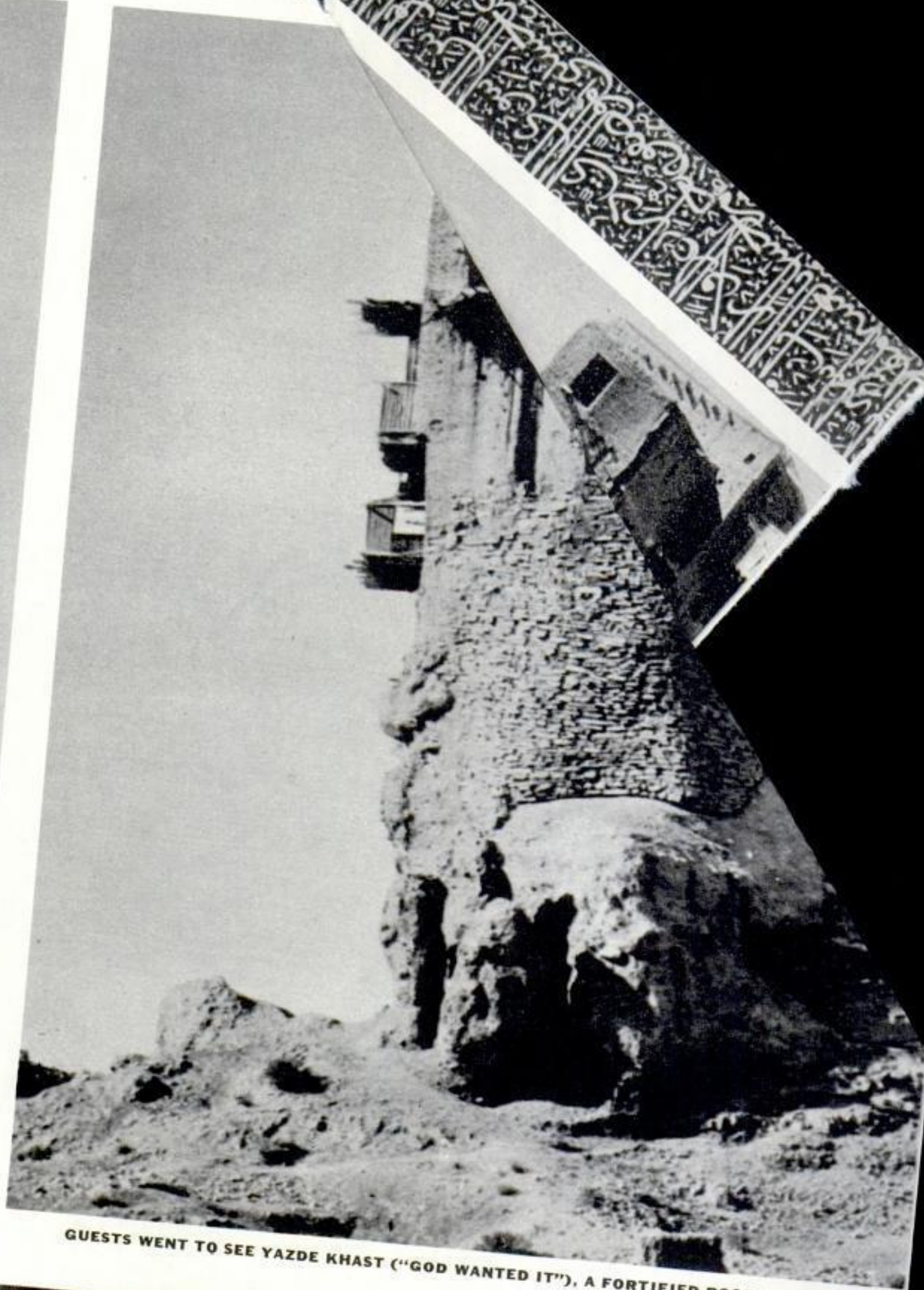
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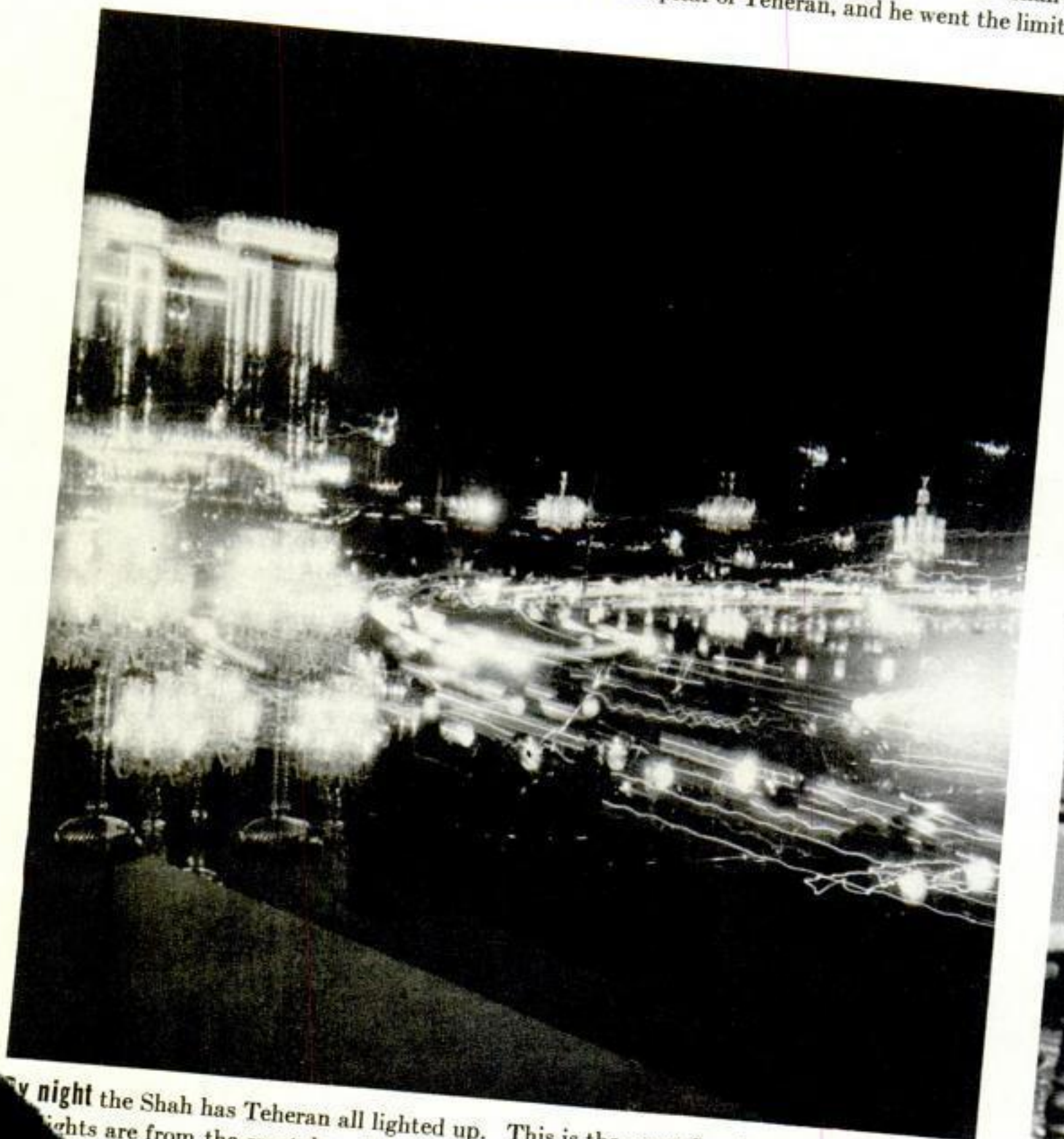
Wedding in Iran (continued)



Huge Persian cigarettes are mounted for the occasion on the modern plant of the Shah's tobacco monopoly. Monopolies built Iran's new railroad. His son's wedding was the Shah's first opportunity to throw a really big party in his capital of Teheran, and he went the limit.



GUESTS WENT TO SEE YAZDE KHASHT ("GOD WANTED IT"), A FORTIFIED ROCK VILLAGE IN



By night the Shah has Teheran all lighted up. This is the great Sepah Square. At the left lights are from the crystal candelabras that are Iran's favorite fancy lighting. The marriages lasted a full ten days from the arrival of the bridal pair in Teheran.



Bride and groom (he in smart uniform of the Iranian Army) talk with the ranking European guest, Italy's Duke of Spoleto, a second cousin of the Italian King, long-famed as "one of the best looking men in Europe." Pretty 17-year-old Fawzia looks homesick for Egypt.

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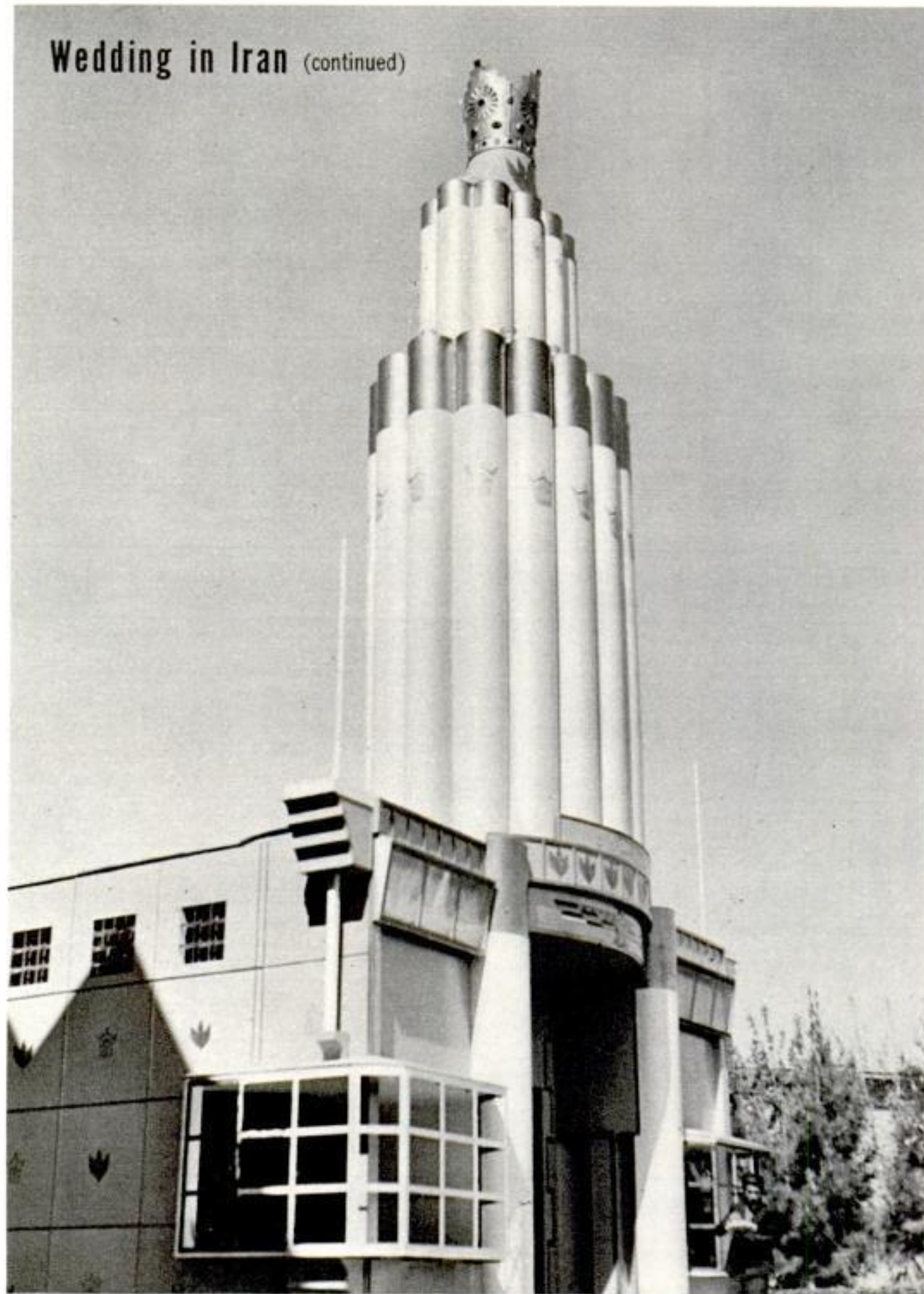


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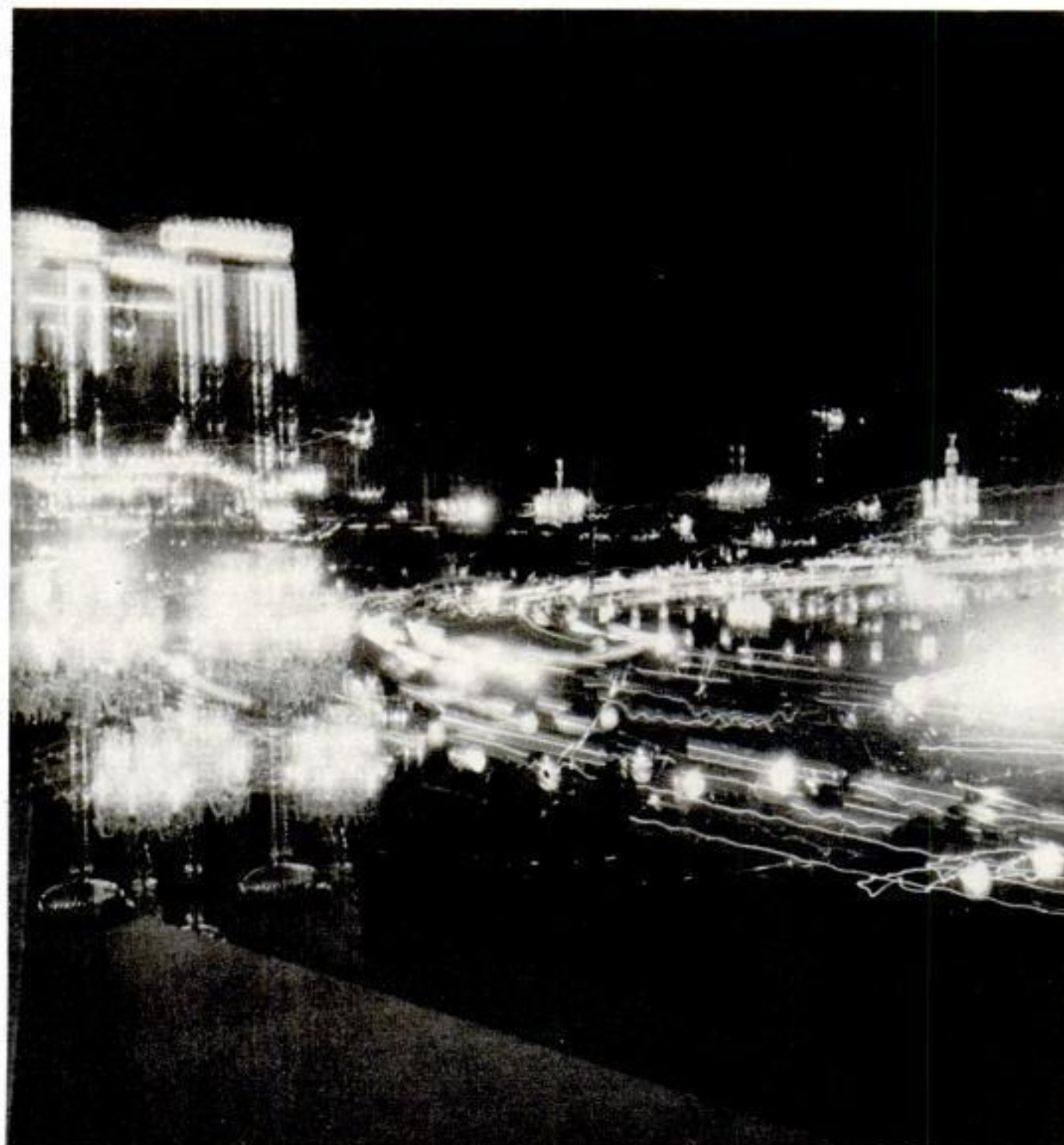
Wedding in Iran (continued)



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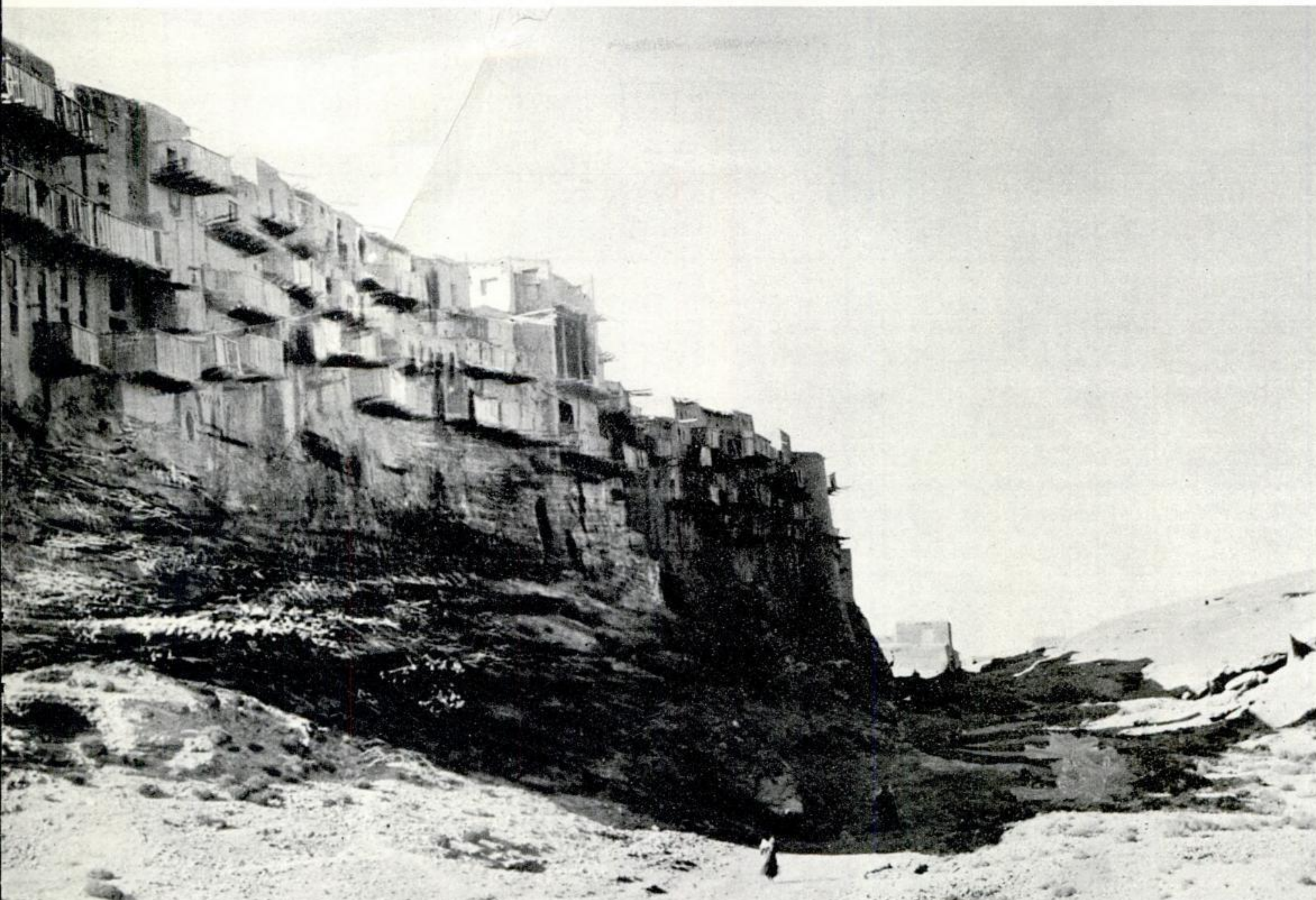
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THE MIDDLE OF THE DESERT. IT HAS STOOD THROUGH A MILLENNIUM OF WAR AND DISORDER LIKE A GROUNDED BATTLESHIP; 200 PEOPLE LIVE IN IT



Crystal candelabras overlook the pool behind the Golestan (meaning "Garden of Roses") Palace where most of the receptions were held. The Egyptian women stayed at the Golestan Palace. On April 25 the Crown Princess was at last led by her mother to her husband's Marble Palace.



Little Iranians, backed by Iranian Army officers, wait to present their ceremonial flowers to the young Egyptian bride at the entrance to Teheran's Amjadieh Stadium, where Iranian Boy and Girl Scouts later performed physical exercises for the aloof Egyptians.



Wedding in Iran (continued)



Teheran socialites smile, unveiled, at one of the balls for the bridal pair. The harem is still legal in Iran but the Shah is not an orthodox Moslem and has lately made it difficult in practice to have a harem. The Iranians are closely related to the ancient Jews.



The bride sits silent while the British guest, the Earl of Athlone, younger brother of Queen Mary, gossips with the German, Count von der Schulenberg, Ambassador at Moscow. Also silent sits Athlone's wife, Princess Alice, cousin of the late King George V.



Guests gorge for ten long days and nights at the interminable series of official receptions and balls. Meanwhile the poor of Teheran are invited to come to the back door of the Shah's Pahlavi Palace where they receive handouts of steamed rice pilaff and fried lamb.



The athletes of Iran swing very heavy clubs filled with lead while drums beat and one man chants the 1,000-year-old epic poem by Ferdowsi of the history of Iran. Their ritual is one of Iran's most ancient institutions and a wrestler is considered an important man.



The bride's mother, Queen Mother Nazli of Egypt, sweeps into the Palace, flanked by her Egyptian aides and followed by an Iranian policeman. To the rich Egyptians Iran seems a very poor country, but the Iranian Crown Prince was a fine catch for Fawzia.



Girl Scouts of Iran turn out to greet the new Crown Princess. These girls are about to dance for her. Girls in background with headdresses will do Egyptian routines, those with circlets Iranian dances. The Crown Princess will be honorary chief of the Girl Scouts.



“But Darling, You’re Crazy

WE CAN’T AFFORD TO BUY A CAR LIKE THAT!”

CAST: Mr. and Mrs. Byette Wright

PLACE: The Wrights’ Bedroom

TIME: Midnight

He: Did you say crazy? Well, listen to me... when I say we should pay the extra sixty dollars and get a big car instead of a small one, I’m being crazy like a fox!

She: Maybe so, dear, but sixty dollars is a lot of money in our budget.

He: Yes, and that Dodge we saw is a lot of car! You’ll admit it’s the best looking of all the cars we saw. And it’s almost a foot longer inside than that car we rode in. There’s room even for that pheasant tail you wear on your hat...

She: You don’t like that hat, now do you?

He: Certainly I like it...but why get it squashed down in a squatty car...

She: If you’re so interested in my clothes, why don’t you fix that old shift lever on our car? I’m tired of getting stocking runs every time you try to squeeze three into the front seat!

He: Forget that trouble! The Dodge gearshift is now up near the steering wheel—the front floor is as clear as an empty dance floor! And this new gearshift doesn’t cost a cent extra!

She: All right—score another one for Dodge.

He: And here’s something else: this year’s Dodge has the biggest luggage compartment I’ve ever seen. And it’s all *concealed* in the streamlined back of the body.

She: Well, doesn’t a big car cost a lot to run?

He: Gosh, where were you when Dodge was teaching economy to the world? Talk to your cousin, Bill Howell—or *any* Dodge owner—they’ll tell you how Dodge saves on gas and oil.

She: Well, I still don’t understand how...

He: Well, it’s a little technical, but in Dodge, the engine was built to be easy on gas and oil. The specifications say it has an automatic choke, an oil filter, four piston rings instead of three—and a scad of other features that mean real savings even in one month’s time!

She: I like the thrift idea. Proceed, please.

He: How fast?

She: Well, don’t go over 50—I don’t want to get any tickets...

He: That reminds me—there’s a new kind of speedometer in the 1939 Dodge. Look—suppose you’re going 30 miles an hour...

She: What happens?

He: Well, there’s a special bead of light on the speed indicator that glows green. But just as soon as you go over 30, it turns amber.

She: But suppose my kid brother’s driving and he’s hitting 50?

He: Then the light glows red, and he slows down—unless he wants to say: “Good morning, Judge”—And since you’re so interested in

safety, the Dodge windshield wiper is now operated by an electric motor... no more taking your foot off the gas to clear the windshield. And I found out the doors have a special lock so a youngster—like our Mary— isn’t liable to be opening the door and falling out.

She: That settles it! Only last week I caught Mary just in time...

He: Relax, honey. And listen to this. Not *one* of those other cars we looked at has *any* of the things I’ve just told you about! But I’ve saved the best for the last... the chances are we’ll get most or maybe all of our sixty dollars back again when we trade in the car for a later model.

She: Say, that sounds like Santa Claus!

He: It’s a fact. Dodge has always been famous for standing up under hard usage, and that counts plenty when we decide to trade in. And here’s something else: under that budget plan the Dodge dealer told us about, the extra sixty dollars split into monthly payments will be so small we won’t even notice it!

She: Okay, you win! But there’s one thing I’m going to decide all by myself...

He: What’s that, honey?

She: Well, after seeing that necktie you bought last week, I’ve made up my mind that *I* am going to choose the color of our new Dodge!



DEAR READER: Why don’t you discover for yourself all the wonderful new ideas and extra values that Dodge offers this year? Go to your Dodge dealer and “take a look”... that’s all Dodge asks! Dodge prices are as low as \$756 (for the Coupe), delivered in Detroit, including all standard equipment and all Federal Taxes. Transportation, State and Local Taxes (if any) extra.

“I want
Power
Pick-up
and
Pep!”



One gasoline gives you all good qualities

NO FAMILY SQUABBLE! She's for quick-acting gasoline. Her husband wants long mileage and an engine that stays free of gum, carbon.

They get them all in "Balanced" Mobilgas!

That's because Mobilgas has every quality improved modern motors demand.

Engines today can fire over 10,000 times a minute. Clearances are 50% closer...com-

MOBI

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Qualities...Balanced Performance!

pressions 50% greater than a few years ago.

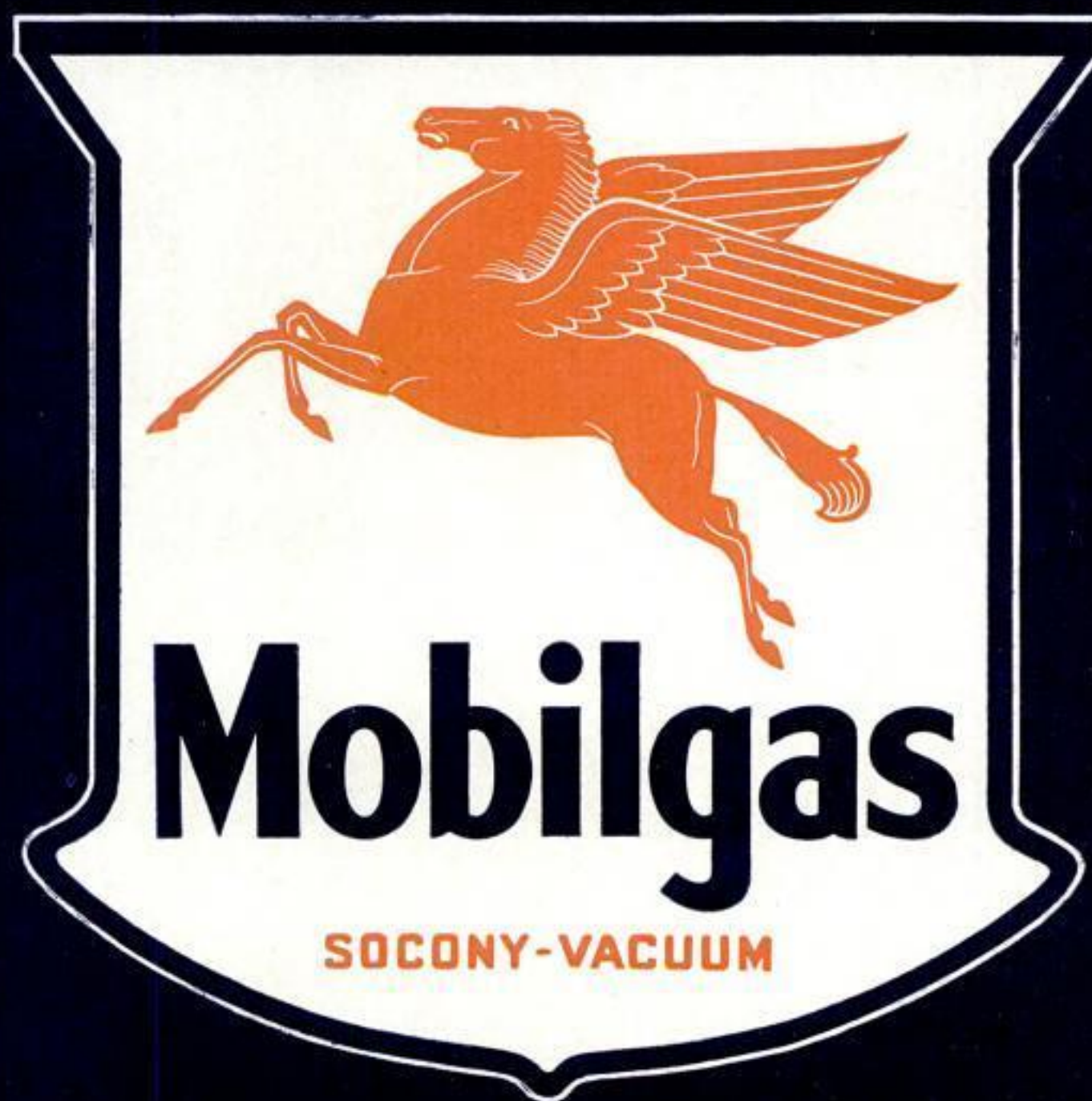
To match this, Mobilgas is made to atomize fast...into small, quick-burning drops. Every drop is scientifically cleaned...purged of clogging gum. Every drop is selected for high octane value...fires smoothly!

Because it's made to do it, Mobilgas gives you power—plus mileage and a clean engine!

LGAS

GET MOBILGAS FOR

Balanced Performance



STOP AT THE SIGN OF FRIENDLY SERVICE

SOCONY-VACUUM OIL COMPANY, INC.
AND AFFILIATES
Magnolia Petroleum Co.—General Petroleum Corporation



“**T**he one sure thing in any race!”

Champion Spark Plugs have proved for 15 consecutive years that they make every engine a better performing engine, by an unbroken string of victories in the majority of all racing events run throughout the world.

CHAMPION

SPARK PLUGS

IT'S THRIFTY TO INSTALL NEW SPARK PLUGS—Demand CHAMPIONS



The Sign of Dependable Service

CLOSE-UP

FRANCO

A DICTATOR IN SPITE OF HIMSELF,
THE VICTOR OF THE SPANISH WAR
MUST NOW PROVE HIMSELF IN PEACE

By Karl Robson

Immediately behind Stalin's representative at the funeral of King George V on Jan. 28, 1936, paced a dignified but unobtrusive figure, wearing the simple khaki uniform and scarlet sash of a General of the Spanish Army. The somber crowds that watched the cortege passing from Westminster to Windsor took little if any note of the obscure foreign soldier. There were bigger cannon to identify—the figure in front of Franco, for instance, Marshal Tukhachevsky, whose name was to flare briefly when he was stood against a Moscow wall and shot as a traitor. But who could have known then that, after seven months, the name of the dumpy Spanish General would be the catchpenny of the newspaper-contents bills almost every other evening in London for nearly three years? As he played his minor part in the stately ceremonial that winter afternoon, regretting his inability to understand the language being spoken around him, even the General himself had little inkling of the critical interest that Londoners would soon be taking in his deeds.

A few months later, when political tempers were rising feverishly in the peninsula and conspiracy was in bud, the Military Commander of the Canaries, 43-year-old General Francisco Franco, was still as ignorant as he was in January of the spectacular part he was about to play in the limelight of the European stage. But he was far from ignorant of the plans afoot. On Feb. 17, 1936, after the Popular Front won its parliamentary majority, he himself as Chief of Staff went to the outgoing Premier and proposed a military coup d'état. Ordered to the remote Canary Islands, he conferred before leaving with Generals Mola and Varela and with José Antonio Primo de Rivera, son of the Dictator, and laid plans for the rebellion. In February and March, General Sanjurjo and young Primo held long conversations with Göring and others in Berlin. On April 27, General Mola issued his final instructions for the "Movement." "It must be kept in mind," they read, "that the action must be carried out with extreme violence in order to reduce the enemy as soon as possible as they are strong and well-organized." No plans in Spain were ever laid so carefully. The Republican ministers apparently knew something but arrested only a general or two and not the right ones.

Methodical and well-organized, Franco, four days before flying from Las Palmas to Tetuán, was still leisurely playing golf and taking English lessons at Tenerife. His English teacher, Dora Lennard de Alonso, has recorded that he

CONTINUED ON NEXT PAGE





DIMINUTIVE GENERAL FRANCO, 3 IN. SHORTER THAN NAPOLEON, IS ALMOST LOST FROM VIEW AS HE STANDS ABOVE A GOBELIN TAPESTRY SALUTING A PARADE

FRANCO (continued)

was a diligent pupil to the end—missed only one lesson and always did his homework, writing cheerful little compositions about his achievements on the golf course. She has described the last lesson she gave Franco, on July 14, 1936. By a curious coincidence they read a piece about Abraham Lincoln which ran: "His heart was wrung with anguish on account of the sufferings he was forced to inflict upon his brothers of the South in order to insure further peace and prosperity to his country. He was too great a man to take advantage of his victory; after it he tried to make amends for the suffering of the people."

"I have wondered since," Dora Lennard de Alonso wrote afterwards, "how those words must have struck him that morning."

As likely as not, they made no deep impression. For while Franco and his fellow conspirators expected some hard fighting, they certainly did not anticipate a full-dress civil war. There was to be a swift military rising, seconded by Primo's Falange and culminating in the establishment of a military dictatorship headed by the veteran General Sanjurjo. They thought they might have to storm Madrid and the Asturian capital Oviedo but it would all be over in ten days at the most.

They overlooked two factors, the temper of the masses who were to fight them so savagely, and the Fleet's loyalty to the Republic. For the sailors threw their rebel officers overboard and blocked the Straits of Gibraltar for 20 days, holding Franco and his Moors and Foreign Legion in Morocco. Only the timely arrival of German and Italian planes saved the day. Meantime what had been planned as a coup d'état had become a war. Had Franco foreseen nearly three years' fighting—the longest civil war yet to be fought with modern weapons—complicated by foreign intervention and necessitating his own ascent to the lonely heights of dictatorship, he would not, perhaps, have stepped so lightheartedly into the airplane waiting for him at Las Palmas on July 18.

Captain C. W. H. Beed, chief pilot of the Olley Air Service, who, without knowing what all the excitement was about, had been engaged by Nationalist agents in London, flew Franco to Tetuán. Soon after leaving the ground the General changed into mufti and threw his uniform, passport and all his papers into the sea in order to avoid recognition in the event of a forced landing on unfriendly territory. The gesture was symbolic. Hitherto Franco had been a professional army officer, though not without interest in politics and a curious disposition toward challenging authority. Henceforth he was to be more than a soldier giving and carrying out orders within the confines of the Army. General Sanjurjo, the prospective dictator, was to be killed in an airplane accident almost immediately. Within a year General Mola, another candidate for power, was to be killed likewise. (Franco has taken the hint and now never travels by airplane.) Without having sought political office, or even elaborated a political program, Franco was to become supreme head of the Spanish State—a dictator, with scarcely any of the qualifications necessary for exercising a dictatorship.

The "Little Major" has no crowd appeal

How shall a dictator be? Were commanding presence, showmanship and eloquence indispensable attributes, one would have to rule out Franco's name straightaway from the list of

European despots. In height he is 5 ft. 3¼ in. tall—a good three inches shorter than Napoleon, the "little corporal." They used to call him "*el comandante*" ("the little major") in El Ferrol, his home town. Since the beginning of the war, enemies have dubbed him "the dwarf of Salamanca." The lines of his sallow face and tubby body describe that comfortable podginess which never suggests, however much it may conceal, distinction of mind and spirit. He seems to be genuinely modest and unaffected, to dislike all posturing and ostentation. And when he delivers a speech, which is seldom, his matter is dull and his voice rises and falls with tedious regularity and soporific effect upon the disappointed audience. In short, he seems to have neither the talents nor the inclination to put himself over to the crowd.

But these are not essential qualifications for the offices of dictator. Does not Stalin rule Russia silently and invisibly from the Kremlin? It is unquestioning will to power and fanatical concentration upon certain political ends that drive a dictator to his perilous eminence. Nothing like this troubled the career of the urbane career officer who was to become Generalissimo. But fortuitous though Franco's rise to power was, he was by no means innocent of politics. In Spain the most effective politics were played by and with the Army. Only in 1933 when the Republic, dedicated to reducing the Army's power, seemed there to stay, did Franco toy with the idea of resigning his commission and entering Parliament for Madrid. Soon after this he was writing to Geneva for information, not to the League of Nations, but to the International Entente against the Third Internationale. But he chose to stick by the Army as the best instrument for his ambitions. Being a professional soldier, descended from the naval branch of the "Armed Forces of the Nation" he had the strong sense of patriotic obligation shared by his brother officers in a military caste that identified itself with and sometimes mistook itself for the nation's destiny. It was a patriotism grounded in great traditions rather than the improvised race patriotism of a Hitler. Franco shares the anti-Semitism of the other Dictators but he comes by that as part of the old Spanish tradition.

Franco is a family man

Franco is a simple, ordinary man with the normal interests of a military man. He reads little general literature. Though he smokes and drinks lightly, he enjoys his food, as his growing paunch testifies. He likes the usual measure of sleep. He is a devout Roman Catholic. He is a good family man, and families take up a lot of time. His wife Carmen, of a well-to-do Asturian family, is an elegant and handsome woman. Neither she nor their 15-year-old daughter, Carmencita, an only child, occupy back seats in the public life of Nationalist Spain.

The group of politicians, who are interested in maintaining Franco's ascendancy because he lets them do his thinking for him and because there is no one to take his place, have tried without much success to invest the *Caudillo* (Führer, Duce, Leader) with appropriate aura and legend. But a dictator who has no lust for power, no fads and frenzies, and who is obviously a well-balanced man, does little to help the propagandists. They have had to fall back upon the romantic figure of the late José Antonio Primo de Rivera, who gave Franco his political program.

Franco's personality is so colorless that there are very few stories current about him, and most of these, of the (Text story [continued on page 76](#))



Franco started his military career in 1907 as a cadet (seated above) with his brother Nicolás. He was then 14.



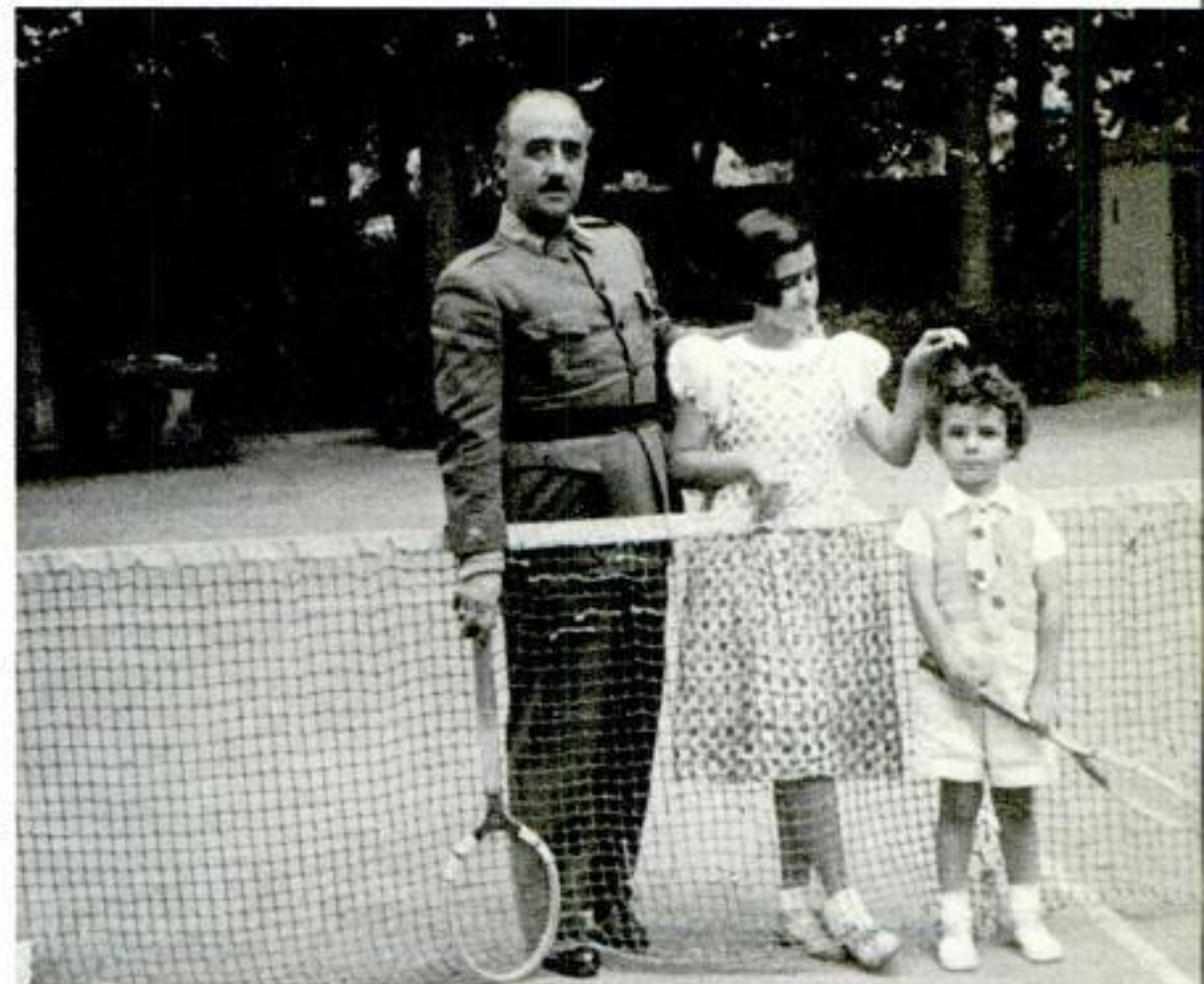
He graduated from Alcazar in 1910. In 1936, his troops saved it from siege.



He was the youngest major in Spain at 23. He was wounded fighting, became Europe's youngest general at 32.



"German" type helmet he wore at the start of Civil War was not popular.



Tennis provides relaxation for Franco, his only daughter, Carmencita, 15, and a nephew. Below he entertains friends with his wife, Carmen (center), who was 15 when they married in 1923.



(continued)

THESE ARE THE GENERALS WHO WON THE WAR FOR GENERALISSIMO FRANCO

Nationalist Spain last week thanked the Spanish generals who had won the war by publishing their portraits in a handsome volume called *Forjadores de Imperio* ("Vulcans of Empire"). Unlike generals in any other modern army, these Spaniards went to some risk to prove their personal courage. As brave and individualistic as their great 16th Century forebears, they are rarely very bright but they commanded the deep personal affection and respect of their men.

Superb leaders of fighting columns are Generals Yagüe, Solchaga, Varela, Aranda, Alonso and Dávila, much as were Cortes and Pizarro. Out of this group emerged two first-class military brains, Saliquet and Valiño, who plotted the actual strategy and tactics of the war, with Franco and his Staff. Also remembered were Franco's friend Vigón, and the late Generals Cabañellas and Mola. The last was perhaps the most gifted of all but he lost every battle but one.



Saliquet, old wizard, became commander of Central Army, conquered Extremadura.



Kindelán, of Scots descent, was Chief of Aviation, married daughter to Italian commander.



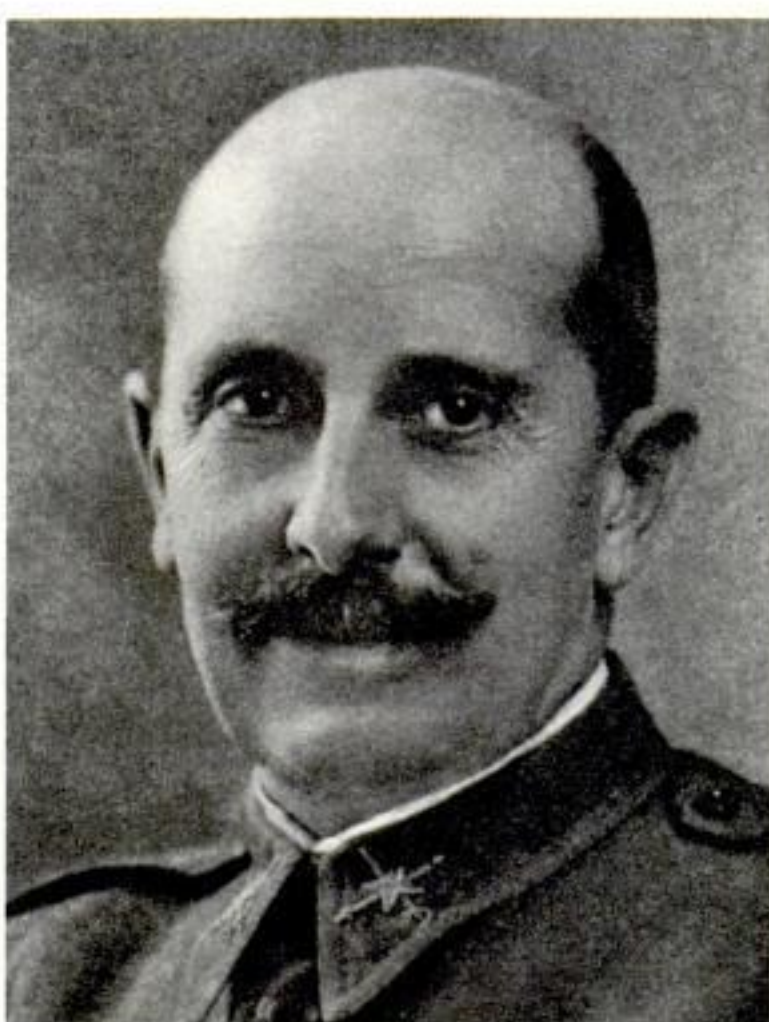
Yagüe, the Falangist conqueror of Barcelona, is a first-class fighter. He commanded the Moors.



Solchaga, Carlist commander of the Navarrese, helped Yagüe in the war's final victorious drive.



Varela, 44, youngest, bravest and most popular general, was frequently wounded.



Dávila, conqueror of Bilbao, became commander of the Army of the North after Mola's death.



Alonso commanded an army corps in the last battle of the Ebro, helped to take Barcelona.



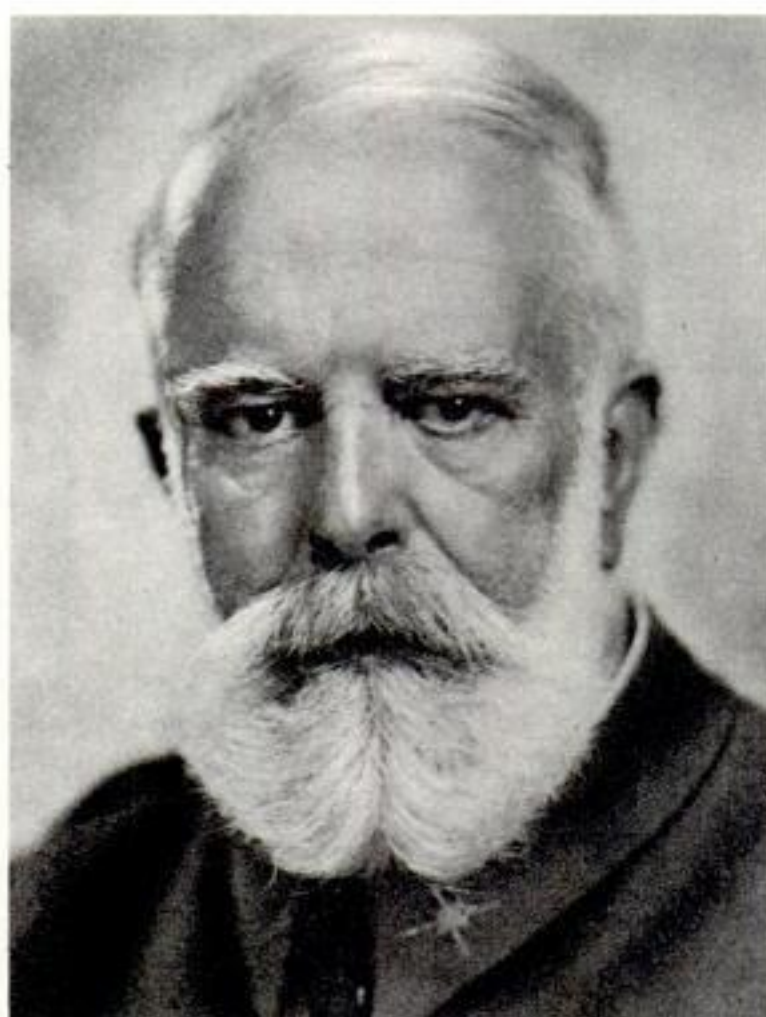
Aranda, the tough and stern leader of the Gallicians, long defended Oviedo. He took Teruel.



Valiño, equally brilliant at headquarters and in the field, also led the Navarrese.



Vigón, an old friend and counselor of Generalissimo Franco, helped him plan his campaigns.



Cabañellas, chief of Burgos Junta after General Sanjurjo's death, died himself last year.



Mola, one of the Carlist ringleaders of revolt, died in plane crash during Bilbao campaign.

YES! IT HAS NO BRISTLES!



SEALED IN GLASS—SURGICALLY STERILE

50¢

in the Regular size and the smaller, 2-row Professional size. Three textures: hard, medium, soft

Dr. West's Miracle-Tuft

Made possible by this triumph of modern chemistry—the discovery of sensational **Du Pont EXTON!** Used exclusively in **DR. WEST'S Miracle-Tuft**...

ness never before possible except by a dentist. And it's ideal for massaging the gums.

One brushing with a *Miracle-Tuft* will convince you that this remarkable toothbrush will do amazing things for your teeth. Try it. At 50¢ it's a bargain in good looks, attractive smiles, lovelier teeth!

Try to pull it out!

No bristle shedding! Exton is uniform, micrometrically perfect. Because of its great strength and resiliency, it cannot possibly split, break off or come out in your mouth.

99.7% Waterproof

Water is the natural enemy of your toothbrush. But Exton is non-porous and water-repellent! This new laboratory-made, bristle-like filament cannot go limp and soggy in use and fail to clean your teeth.

Lasts Longer

Scientific tests show that a *Miracle-Tuft* will outlast animal bristle brushes more than two to one. 6000 scrubs on a laboratory testing machine destroyed the animal bristle brush (above) but scarcely harmed the *Miracle-Tuft* (below).

Throw away your present toothbrush! It's made with *animal bristles* unless it's a *Miracle-Tuft*. Science has at last brought you a surer way to lovelier, more attractive teeth—this toothbrush *without bristles* and without bristle troubles.

It is made with Exton, a unique bristle-like filament now produced by Du Pont exclusively for DR. WEST'S. Exton has none of animal bristle's undesirable qualities. It cannot break off, split or pull out. It does not go limp or soggy during brushing. It cleans teeth with a thorough-

*Heretofore all toothbrushes have been made with animal bristles. Now, after years of research, **DU PONT EXTON BRISTLE**—a product of Du Pont Chemistry—has been developed and is used in **DR. WEST'S Miracle-Tuft** Toothbrush exclusively.

Copr. 1939 by Weco Products Company

WORLD'S FINEST NATURAL-BRISTLE TOOTHBRUSH—DR. WEST'S WATER-PROOFED

Packed in new style Blue and Yellow Carton... Sterilized. The same famous brush that has outsold all others for years at 50¢. Made of finest natural bristle, water-proofed against sogginess.

35¢

Also try **DR. WEST'S Tooth Paste**—an amazingly effective aid to brilliant white teeth!



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At the Mayflower Hotel, Washington—Pabst Gets the Call. Heart of smart social life in highest diplomatic and official circles. Suave, cosmopolitan, faultless in taste. Keyed to keener living—and to the more sparkling lift in every golden glass of Pabst Blue Ribbon.

At the St. Regis—Pabst Gets the Call. A Manhattan tradition for quality, this distinguished hotel holds the secret of eternal youth. In its formal dining salons—as in the new King Cole Room—Pabst Blue Ribbon's 95-Year Quality completely wins the gay young modern world.

When Smart America



At the Ambassador Pump Room, Chicago—Pabst Gets the Call. Ultra-Smart. Famed for the louch that makes food divine. Simply bulging with celebrities and socialites. And for the peak of pleasure, their choice is Pabst Blue Ribbon—the Class of All Beers, in a Class by Itself.

At El Morocco—Pabst Gets the Call. One of New York's top swank-spots. Mecca of social regisrte soirees . . . touring celebrities . . . cafe-society. Where Pabst Blue Ribbon is the password—for keener delight from dusk to dawn.





At Miami's Roney - Plaza
— Pabst Gets the Call. Where the elite of America's
debs, dowagers and captains of industry find luxurious recre-
ation. At the gay pool-side Cabana Club, as in the palatial dining
rooms, they perk-up with Pabst Blue Ribbon for a keener, thirst-
quenching thrill.



At the Greenbrier, White Sulphur Springs—Pabst Gets the Call.
Nestling amid 7,000 acres in the West Virginia mountains is this world-famous
spa and sports center. Here—for more invigorating refreshment with meals, after
golf, or at bridge and backgammon—Pabst Blue Ribbon is the brand in demand.

Steps out

PABST GETS THE CALL

For Keener Refreshment...

Leave it to gay young
America to pick the one
Beer for the peak of
Pleasure . . . Pabst Blue Ribbon.
It's the Lighter, Brighter,
Brisk-bodied beer—streamlined
For Keener Refreshment in
Every delicious, thirst-quenching
Drop . . . Because there's
Nothing heavy or syrupy to
Slow up its delightfully
Refreshing action, as it
Smooths away dull care.
And there's a fortune of flavor

In every glass . . . a lasting
Sparkle and tang like that of
Rare old champagne. The
Result of thorough
Aging, plus the master's
Golden touch—a Pabst
Secret for 95 years.
That's why, the world over,
Smart company perks-up
With Pabst. So when you
Step out, demand the brand
That says BLUE RIBBON . . .
The Class of all Beers—in
A Class by Itself.

Pass the word...you want

Pabst BLUE RIBBON



When you say "PENNSYLVANIA"

a Soldier thinks of GETTYSBURG

a Careful Motorist thinks of VEEDOL



From the earliest days of motoring, America's finest cars have been safeguarded by Veedol's "Film of Protection"

JUST a few years after Gettysburg . . . another battle waged in Pennsylvania. Courageous oil men fought every obstacle of man and nature to complete America's first long distance pipe-line. These men founded the company that makes Veedol Motor Oil.

Their historic pipe-line then carried, and still carries, America's *first crude oil*. For Bradford-Pennsylvania crude is freely ac-

knowledgeed as *first* in heat-resistance . . . *first* in rich oiliness . . . *first* in protective qualities. No wonder Veedol has been famous since early "horseless carriage" days. No wonder wise motorists think of Veedol when Pennsylvania is mentioned!

Today's modern motors *need* Veedol. Their smaller parts, closer clearances, greater speeds, *demand* a motor oil that masters high heat

and fast friction . . . And that's what Veedol's "Film of Protection" does best.

Remember, you no longer drive a car that "eats oil" . . . So you can well afford to give your motor the finest lubrication money can buy . . . The next time you need oil, think of Pennsylvania and you'll ask for Veedol.

VEEDOL MOTOR OIL . . . a product of
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• FREE . . . beautiful reproduction of Pickett's Charge by the famous artist, Edward A. Wilson, suitable for framing, without advertising. Address Station P, P. O. Box 16, New York City.



CHARGING IN FAST, A DEFENSEMAN HITS AN ATTACK WITH A VICIOUS BODY CHECK, LIFTS HIM HIGH OFF HIS FEET. BLOCKS LIKE THIS ARE LEGAL IN LACROSSE

MARYLAND SCHOOLBOYS CRACK SKULLS AND SHINS IN A ROUGH GAME OF LACROSSE



THE BALL AND CROSSE

One of springtime's more brutal sports at U. S. schools and colleges is the old Indian game of "bagaway," now called lacrosse. Once the favorite game of Iroquois tribes, it was considered excellent training for war. A thousand braves played on each team, games sometimes lasted a week and Indian heads were cracked wide open.

Lacrosse is still a rugged game, though teams are now limited to ten men, and skull-cracking, slugging, tripping—all popular with the Indians—are illegal. Players wear helmets, padded jerseys, heavy gloves. Their legs and shins are bare. The game is played with

a hard rubber ball and a stout hickory stick with leather thongs. The field is 90 yd. long, about 80 yd. wide. Players scoop up the ball, pass it through the air to the goal.

These pictures show some rough action in lacrosse practice at Friends School in Baltimore. Few schools in the U. S. take the sport more seriously or, year after year, produce better teams than this Quaker academy. Some of the boys look like heavyweight boxers or football blocking guards. Last year they won ten straight games and became Maryland scholastic champions. This year they are almost as good.



GOAL-GUARD'S HELMET

DEFENSEMAN BLOCKS AN ATTACK'S SHOT AT GOAL



ILLEGAL CLIPPING CAUSES A DANGEROUS SPILL



WITH ARMS, BODY, FEET, PLAYERS FIGHT FOR BALL



SHELL DEALERS WILL HELP

**Cut STOP-and-GO 25%—
traffic experts say it can be done.
Join the SHARE-THE-ROAD Club.**



"Discourteous, thoughtless driving practices are one of the major causes of our present-day 'stop-and-go.' A movement that will cure them will, in my opinion, reduce 'stop-and-go' by fully 25%."

Louis J. Sullivan
President, Institute of Traffic Engineers

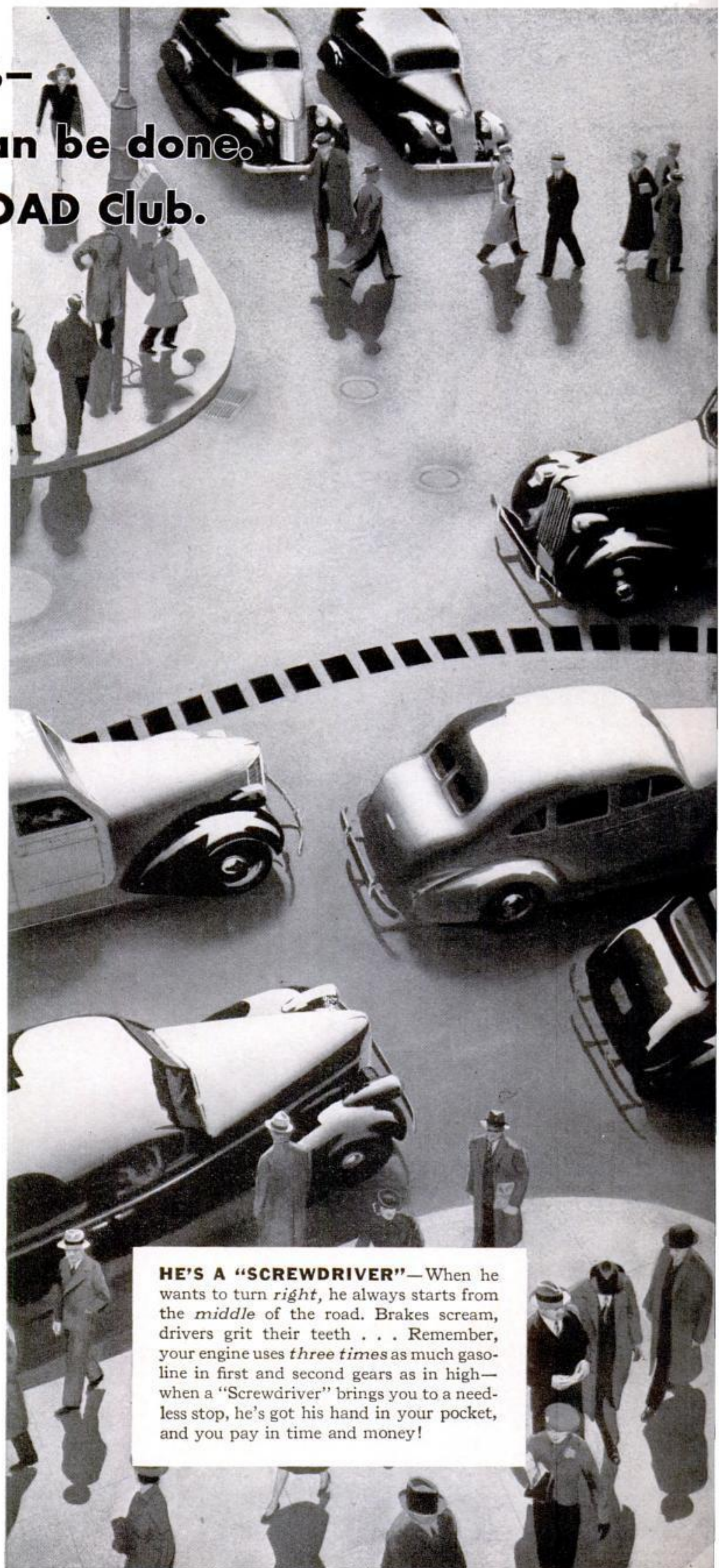
PUBLIC OPINION is EVERYWHERE, and it is POWERFUL. It was marshaled on the side of Safety—and traffic casualties are decreasing. Now it is being marshaled against needless Stop-and-Go driving—against "Screwdrivers" who cause it.

"Screwdrivers" must go! Hoot 'em off—toot 'em off—laugh 'em off the streets and highways! You'll be able to drive farther—with greater convenience and safety.

"Share the road" is the watchword. **Show your colors!** This nation-wide movement is the new weapon forged by Shell traffic and engineering research. First came Super-Shell, the gasoline specially refined to cut the excessive cost of Stop-and-Go. Now Shell dealers are organizing the crusade to cut the *amount* of Stop-and-Go—by 25%!

Your Shell dealer is SHARE-THE-ROAD Club headquarters for your community. Drive in! He will welcome you as a new member—attach the SHARE-THE-ROAD emblem to your car **FREE**—give you the booklet showing traffic boners pulled by "Screwdrivers."

Millions of motorists have already benefited—found a real saving—through the use of Super-Shell Gasoline. Now these and millions more will benefit through "SHARE THE ROAD"! Get your emblem! Show your colors! Join now!



HE'S A "SCREWDRIIVER"—When he wants to turn *right*, he always starts from the *middle* of the road. Brakes scream, drivers grit their teeth . . . Remember, your engine uses *three times* as much gasoline in first and second gears as in high—when a "Screwdriver" brings you to a needless stop, he's got his hand in your pocket, and you pay in time and money!

YOU WAR ON TRAFFIC BONERS!



Your **SHELL** dealer
will attach this
SHARE-THE-ROAD
emblem to your car



SHOW YOUR COLORS! The flags, in mariners' code, mean "I am giving way." Your Shell dealer will attach this handsome, colorful, all-metal emblem above your rear license plate—no cost to you. It shows you're **AGAINST** "Screwdrivers"—FOR sharing the road. It will help you cut Stop-and-Go 25%.

**THE SHELL DEALER IS
HEADQUARTERS FOR SAVING
ON STOP-AND-GO**

He's a good neighbor — friendly and willing — ready to give your car complete care.

The Mark
OF A
Noble Bourbon
FOR MORE THAN
Fifty Years



Whiskey history was written over fifty years ago when the late Colonel E. H. Taylor Jr. first signed his name to a whiskey label. For he thus identified a rare Kentucky bourbon that was destined to perpetuate his fame as a master-distiller. Today, as then, you can buy no finer bourbon whiskey than that on whose label you'll still find his honored name.

U. S. bottled in
bond and
"Taylored" to
good taste



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LAWNS AND TREES SURROUND HYDE PARK. ARCHITECTURE IS APPROXIMATELY GEORGIAN.

RAILED PLATFORM ON ROOF IS CAPTAIN'S WALK, FOUND IN NEW ENGLAND TOWNS

Hyde Park: The President's Estate

HERE THE KING AND QUEEN WILL VISIT

Photographs for LIFE by Margaret Bourke-White

If the President of the U. S. and his wife were to visit England, they would be formally entertained by Their Majesties in London at Buckingham Palace, a large and draughty place. Afterwards, they would probably visit more informally up the Thames River at Windsor Castle, a cosier place, the Royal Family's favorite residence. Just so are the King and Queen being entertained in the U. S. On June 8, they will stay at the White House, which is the nearest thing America has to a royal palace. Two days later, they will motor up the Hudson River to visit the President at Hyde Park, his home. Hyde Park is no castle but it is one of America's most charming homes, a fit place for Mrs. Roosevelt to play hostess to a queen.

On these pages LIFE presents, for the first time, an intimate view of Franklin Roosevelt's home, photographed by Margaret Bourke-White. The pictures reveal Hyde Park as a very comfortable home indeed. It is an old shoe of a place—worn, scuffed and scratched, polished into shape, fitting the owner well. It bulges with furniture of all periods and indeterminate styles, with antiques of little value. It is the kind of house where you cannot push a door open wide because there is always something standing behind it. The tables are cluttered with family photographs, walls hung with reproductions of the most hackneyed paintings. The bedsteads, wall paper, green-and-rose living-room furniture all find their duplicates in myriad American homes.

All this Queen Elizabeth's housewifely eye will not fail to notice. She will find that Hyde Park is very different from the spacious and well-groomed English homes she might visit. It is the home of a well-bred, well-off American. It is most emphatically American because its owner cared nothing about having a fancy house to show off and a great deal about having a good house to live in.



Royalty is received and displayed under the portico at Hyde Park's front entrance. Here in the morning sun on April 30, the Roosevelts and the Crown Prince & Princess of Norway sat for their photographs. Center is Mrs. James Roosevelt, Hyde Park's mistress. The whole group shows the easy informality which the Roosevelts take on at Hyde Park.

CONTINUED ON NEXT PAGE



The library, Hyde Park's main living room, measures 50 ft. by 30 ft. Like all of Hyde Park it looks very much lived in. Books lie in uneven stacks on tables. Photographs stand one in front of the other. Lamp shades are a little askew. Over the fireplace hangs a portrait of the President's grandfather, Isaac Roosevelt. On the table in front of it, in matching silver frames,

are photographs of the Crown Princess of Norway and the Prince and Princess together. Behind an indirect-lighting lamp stands the leather-backed chair in which Franklin Roosevelt sat as Governor of New York in 1929-30. Hanging from a nearby chair is his mother's sewing bag—she is doing needlepoint. On the bearskin rug is a copy of *Winged Victory*. On the table to



The library desk, just out of sight at left of picture at top, is where the President often works. The leather chair is the one he used as Governor of New York during his second term (1931-32). Books in locked case, inconvenient to get at, are more valued than those on open shelves.



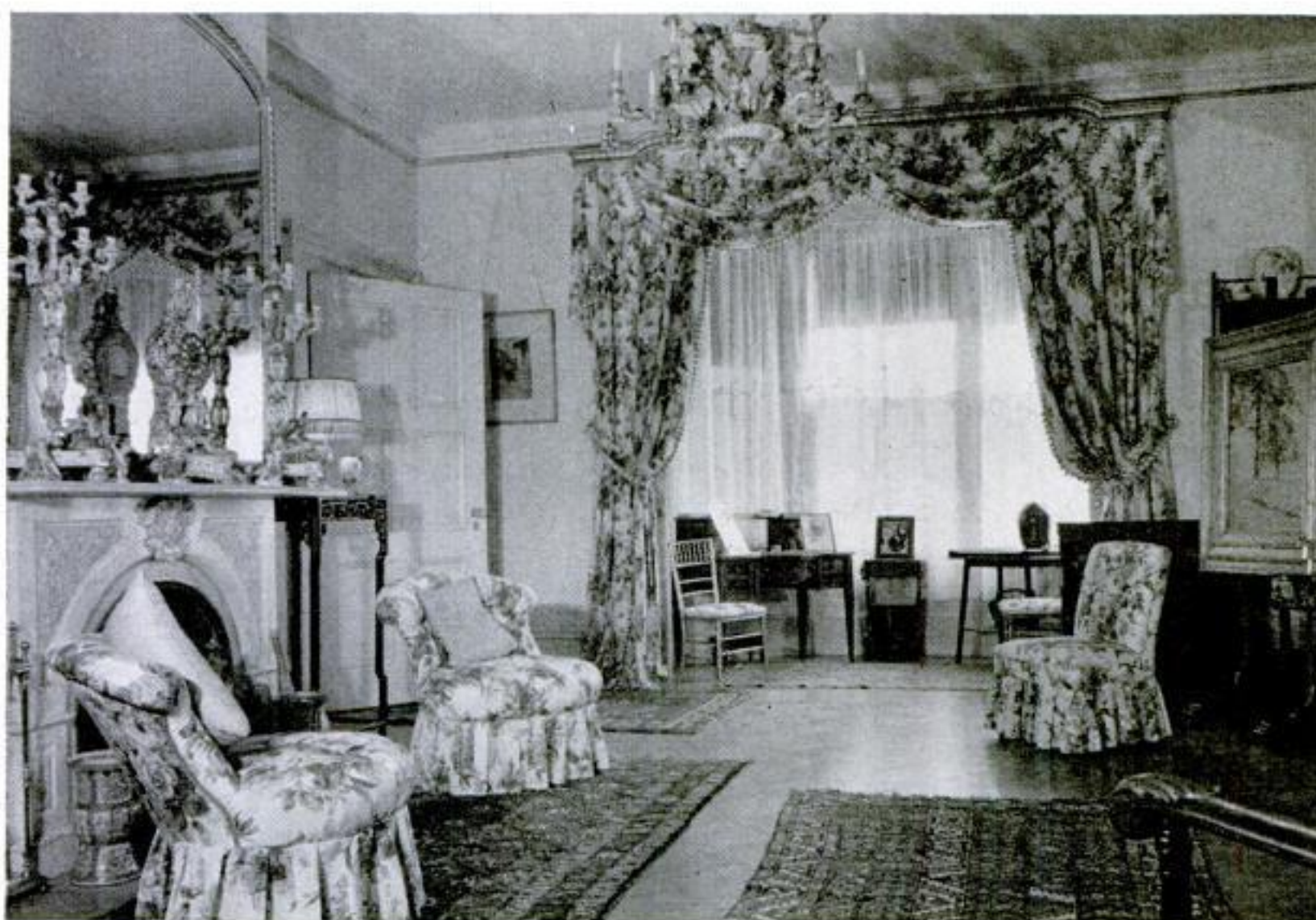
The desk close-up shows an architect's rendering of a proposed building, half hiding a Roosevelt-family group. The glass over photograph at right has slipped down in its frame. The inkwell near the bell is empty. Horseshoe is from Kentucky admirers. On the spike is a hat bill.



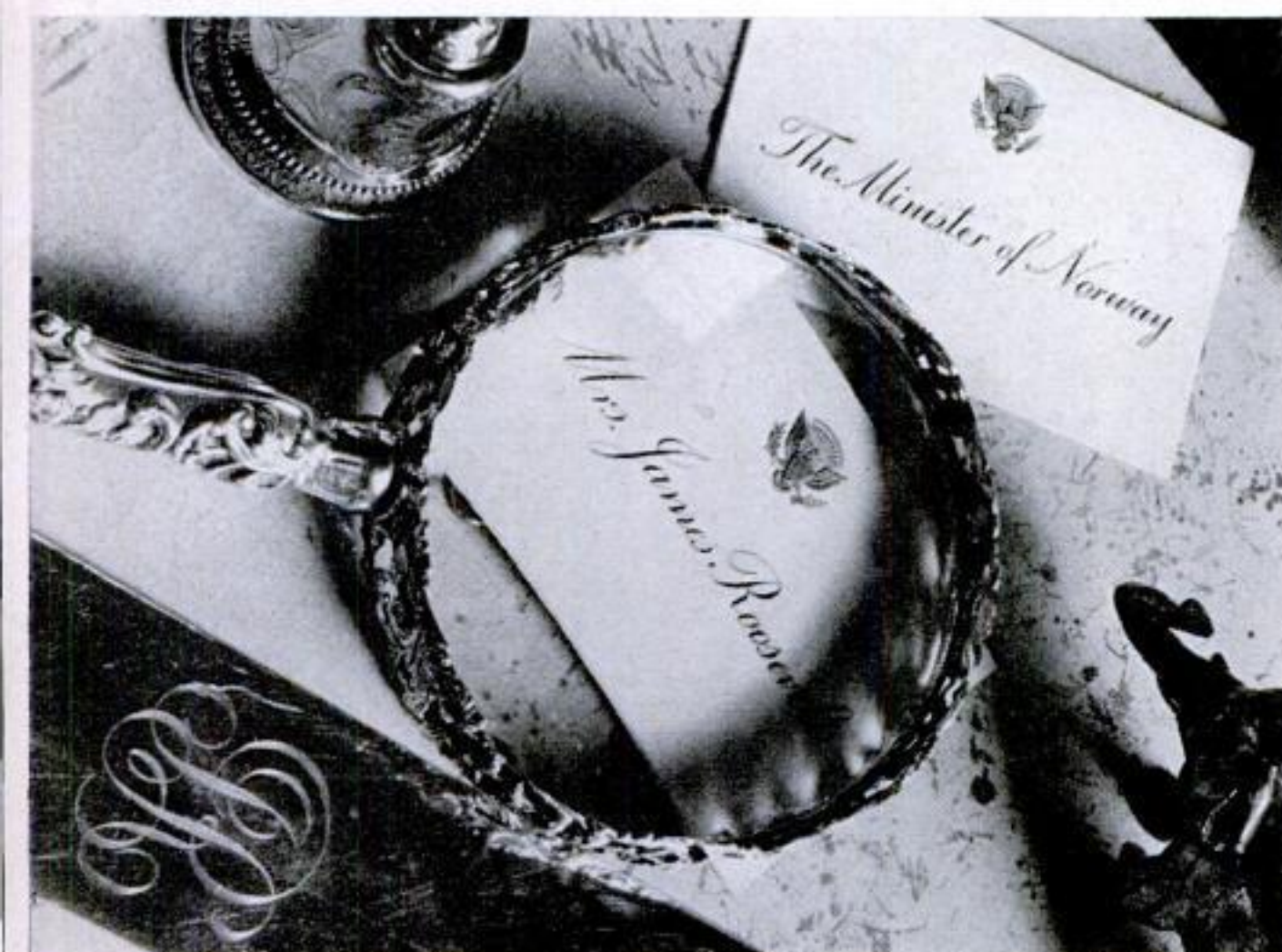
the right are photographs of the Crown Prince and Princess of Denmark and, behind it, a lamp shade with the President's picture. The table at the far right holds auto-graphed portraits of Queen Mary and George V. The lamp shade simulates an old musical manuscript. The bookshelves along the wall are filled with legislative reports.



The entrance hall, opening from the door under the portico, leads through an arched hallway to the library, whose parchment lamp can be seen behind sofa. Behind the President's chairs is a statue of him done in 1911 when he was a State senator. On the wall at right are paintings of burning ships.



The drawing room is full of flowered cretonne and bric-a-brac. Dresden-china figures litter the white-marble mantel. China posies hang in bunches from the pretty chandelier. Commonplace bamboo chairs stand in the bay window. Afternoon coffee, a Hyde Park ritual, is often served in this room.



The desk at even closer range reveals that the blotter, crisscrossed with blots and pen-point testings, needs changing. The cards are place cards for the dinner given to Norway's royalty. The Roosevelt monograms are repeated often throughout house.



Sara Roosevelt's writing room is crowded. On one cabinet stands a Venus de Milo. On sideboard are family pictures, china statuettes. A cluster of purple-glass grapes hangs from a window bracket. On table at left is *The American Agriculturist*, farm paper once published by Secretary Morgenthau.

CONTINUED ON NEXT PAGE



The President's bedroom looks out over the Hudson. Plainly furnished, it is dominated by its massive bed. The door of the night table next to the bed doesn't shut properly so

it is jammed tight with cotton gauze which shows at door top. The sketches on the wall, hanging crooked, are of John and John Quincy Adams. Under them are framed letters

from Admiral Byrd. One has an envelope mailed for the stamp-collecting President from Little America. With the other is a flag carried by Byrd on his transatlantic flight.



On the President's bureau is the gavel used at the 1920 Democratic convention where Franklin Roosevelt was nominated for Vice President. In front of it lies a World's Fair souvenir booklet, brought back from the opening day. Photograph is of John Roosevelt, aged 2.



On the President's dressing table is a sketch of a dog telling a bee "I'm no sunflower!" At left is a buttonhook, a shoehorn. Over the mirror hangs Reynolds' *The Age of Innocence* and a Washington miniature. The President's chair has been broken and mended.



Eleanor Roosevelt's bedroom, small and unpretentious, opens off the President's. Its narrow bed, loaded with pillows, and the striped "crinkly" rayon spread are familiar to millions

of American households. On the wall is a push button for calling servants, photographs of two Roosevelt children. There is no telephone. Wallpaper and rug are of simple de-

sign. The French windows open on a balcony with a view of the Hudson. Similar doors lead to balcony from the President's room on one side and Mrs. Sara's room on the other.

THE PRESIDENT'S WIFE IS HOSTESS AT HYDE PARK BUT THE PRESIDENT'S MOTHER IS MISTRESS THERE



Eleanor Roosevelt's dressing table is functional and neat as a pin. On its plain scarf are a hairpin dish, artificial flowers, a pincushion with a hat pin, face powder, a silver dish and three cheap china pickaninnies. Seen in the mirror is the President's room adjoining.



SARA ROOSEVELT'S BEDROOM

Hydre Park is the home of Franklin Delano Roosevelt. There his wife, Eleanor, will be hostess to the King & Queen. Eleanor, however, is not mistress of Hyde Park. Sara Delano Roosevelt, Franklin's mother, is mistress. She owns the house for her lifetime. Eventually, it will go to the U. S., as a repository for F. D. R.'s papers. The nautical pictures and clocks, the American-

ericana which sprawls all over Hyde Park, are the mark of Franklin. But the furniture, which was accumulated rather than acquired, is Sara's work.

Sara Delano was 26 when she came to Hyde Park in 1880 as the bride of the widower James Roosevelt, who was 26 years her elder. James Roosevelt inherited his father's estate in 1847. Its house burned in 1866 so James bought the next farm on the north. Since his death in 1900, the house has been covered with stucco, a new wing has been added.

Sara Roosevelt remembers that the first winter at Hyde Park was filled with sleighing and ice-cutting. The third winter was filled with a new baby, Franklin Delano, Sara's only son. When Franklin was 5 years old, his father's distant cousin Elliott came to Hyde Park for a visit. With him came his 2-year-old daughter, Eleanor. That summer in the nursery, Franklin and Eleanor Roosevelt made their first acquaintance.

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Hyde Park: Guest Rooms (continued)



The Queen may sleep here on her overnight stay. Hyde Park has only two guest suites, each consisting of two bedrooms with a connecting bath. Since the King and Queen

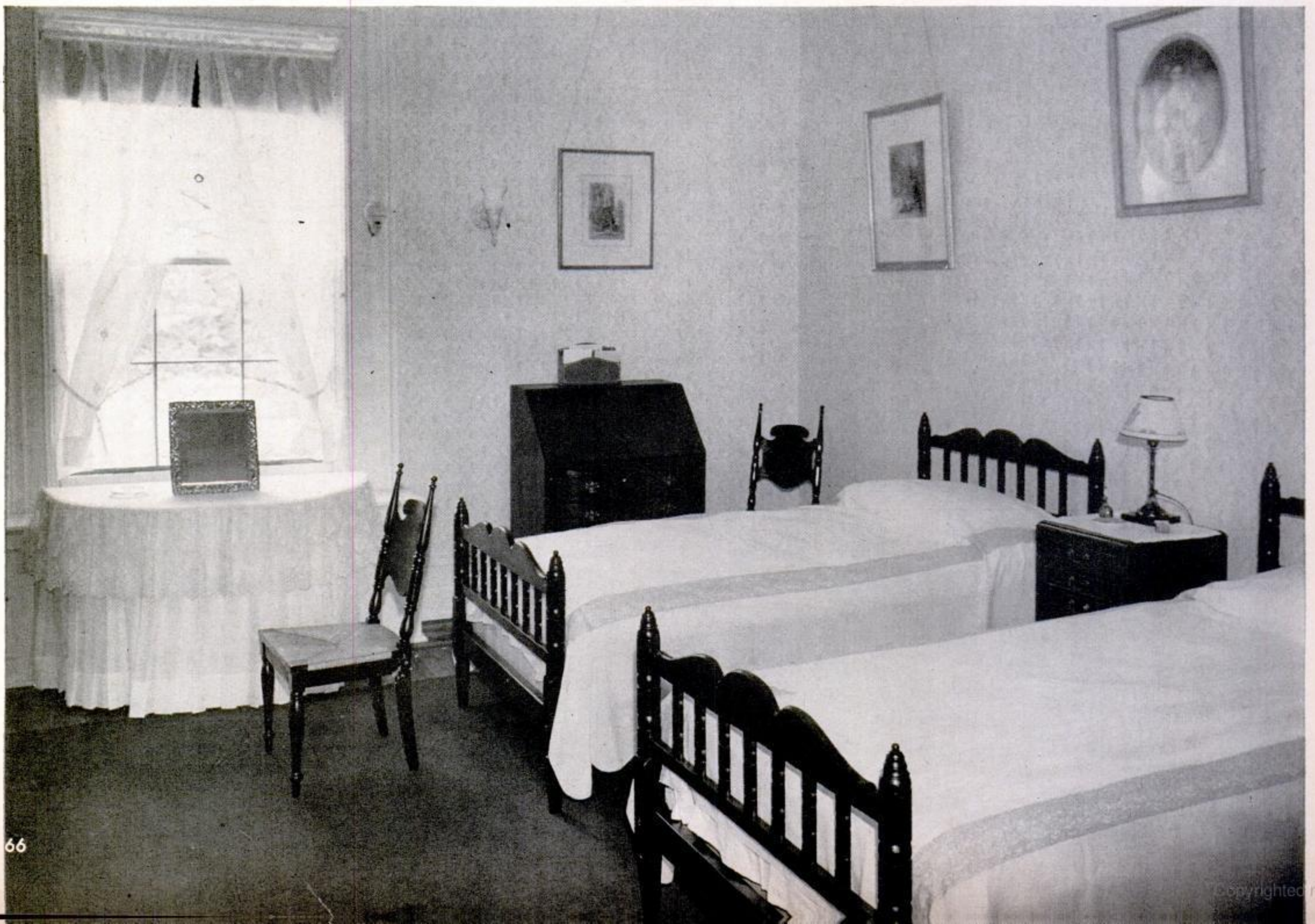
must be assigned separate suites, they will occupy most of the second floor. This is a typical American spare room, plainly furnished and carpeted, with flowered wallpaper,

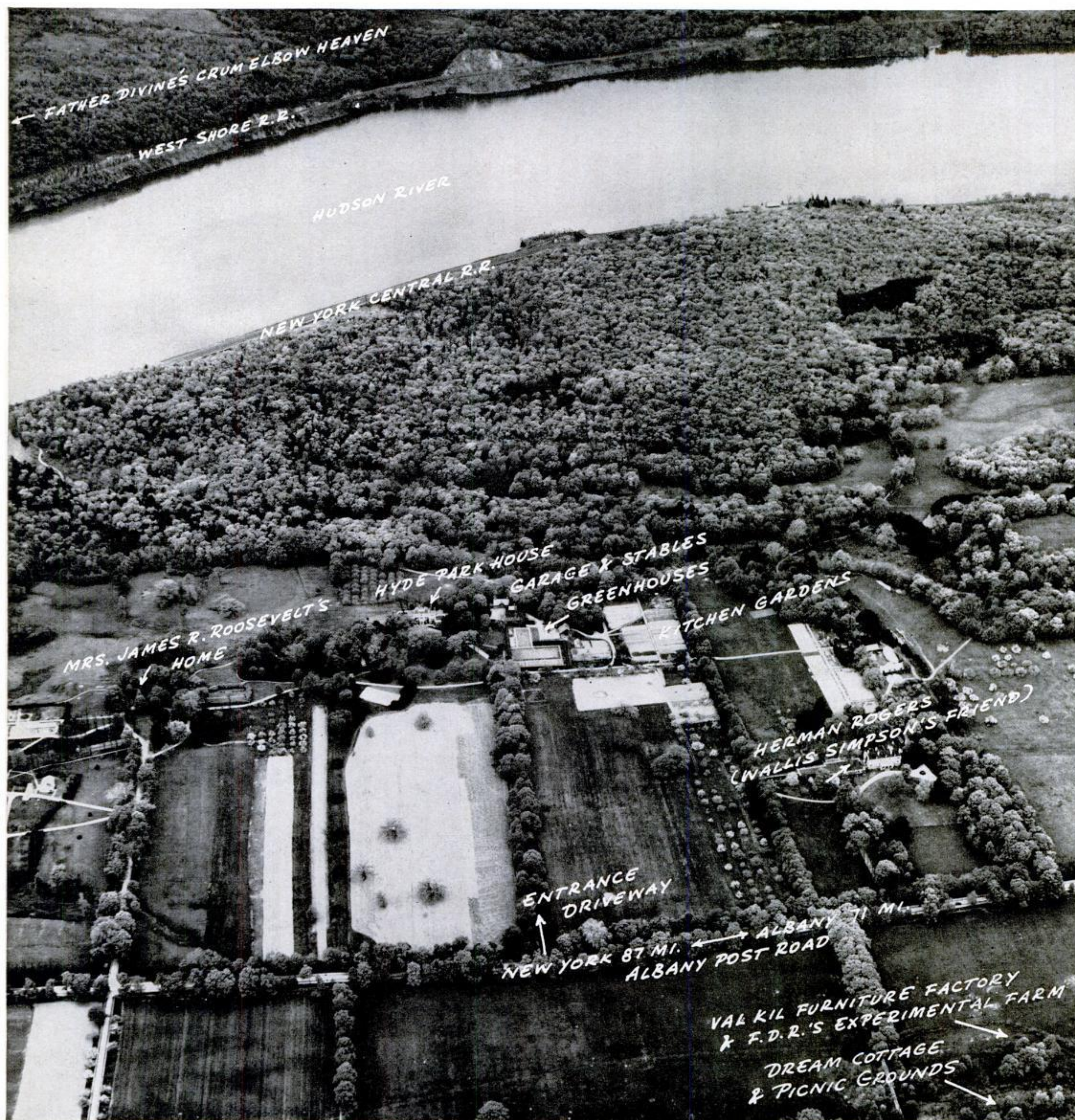
heavy furniture, a caned chair. In bookcase is *Coronation Commentary*, a flip account of Edward's abdication. If the Queen powders her nose at bureau she will bump her knees.

The King's room will be across the hall from his wife's. He may sleep, appropriately enough, in one of these modern copies of Windsor beds. The room is fresh, light, dainty.

Chairs are like those at the President's dresser (p. 64) but, unlike the President's, they are not broken and mended. At Hyde Park, as in many American homes, the family uses

the mended furniture, leaving the good pieces to make an impression on guests. Painting at right is well-known *Broken Pitcher*. Device on side of window is a fire extinguisher.





THIS AIR VIEW OF HYDE PARK LOOKS WEST OVER HUDSON. THERE IS MORE ROOSEVELT ACREAGE NOT SHOWN. IT RUNS EAST OUT OF FOREGROUND OF THIS PICTURE

HYDE PARK ESTATE SEEN FROM THE AIR

Hyde Park is an estate of 1,200 acres which sweep up in terraces from the east bank of the Hudson River and run a mile back into wooded country. The President calls the land Krum Elbow but his claim to the name is contested by Father Divine who rules over a "Crum Elbow" heaven right across the river.

The place is beautifully situated in one of the love-

liest spots in America. The windows of the house look across the river, down past the impressive Poughkeepsie railroad bridge where the intercollegiate crew regatta is held in June. From the Albany Post Road, main New York-Albany traffic artery, a tree-shaded drive runs a quarter mile back to the house.

Most of Hyde Park is wooded but 20 acres near the house are kept as lawn, and the grass under the century-old trees is neatly clipped. Much of the farming is supervised by Sara Roosevelt. The rest is farmed by tenants. The President has an experimental farm and a spruce wood on the east side of the Post Road, out of sight above. Here the President, as befits a country squire, farms, cuts his spruce for Christmas trees. His wife runs the Val Kil furniture

factory. On a hill, also out of sight in foreground, is F.D.R.'s dream cottage. Nearby the Roosevelts hold their famed weenie roasts. Here, if Sara Roosevelt's desire to give Their Majesties a formal Hyde Park lawn party is overruled by Eleanor Roosevelt, George and Elizabeth will eat hot dogs at this picnic ground.

The James R. Roosevelt house (left) is occupied by the widow of Franklin's half brother, son of James by his first wife. The Herman Rogers' on the other side are the very close friends of Their Majesties' sister-in-law, the former Wallis Simpson, who almost became Queen of England herself. The Rogers' are now in France so there are no complications about inviting them as neighbors to the royal picnic.



CAMBRIDGE

One of the first comedy hits, *The Birds*, by Aristophanes, was revived by Harvard students this spring in true Greek

style. First produced in 414 B.C., *The Birds* is a lusty satire of head-in-the-clouds theories of government, resembles in

spirit a Broadway musical comedy. The two central figures above are Neptune and Hercules played as slapstick clowns.

AMATEUR THEATER

U. S. DRAMA FLOURISHES FAR FROM BROADWAY

Belittled for years as a harmless hobby for small-town Bernhards, the Little Theater movement in the U.S. has suddenly grown big and important, is now justly resentful of the word "little." This month in Washington, 49 delegates from 75 theaters established the first Confederacy of Community Theatres. They aim to have a central employment bureau for directors, and even aspire to supporting a lobby in the Capital.

Americans have always enjoyed home-talent shows, but not until the movies put an end to the old "road shows" did the Little Theaters begin to sprout. While Broadway slumped during the Depression years of 1933-35, amateur theaters had their greatest growth. Today nearly 1,000 groups produce two or more plays a year to an audience of 15,000,000.

Since 1918, over \$5,000,000 has been spent on new community theaters for amateur players. Many of them are better equipped than Broadway playhouses. Among these are Kalamazoo's Civic Players, Charleston's Dock Street Theatre and the Vieux Carré in New Orleans. Other cities have made new homes for the drama out of a remodeled morgue, a potato-chip factory.

Published this month is *Curtains Going Up*, giving case histories of 106 community theaters. Its authors, Albert McCleery and Carl Glick, report that the average yearly budget is \$5,000 for five productions, that most groups produce Broadway hits and are entirely self-supporting. Only 5% of the actors hope to become professionals. The others work for fun.

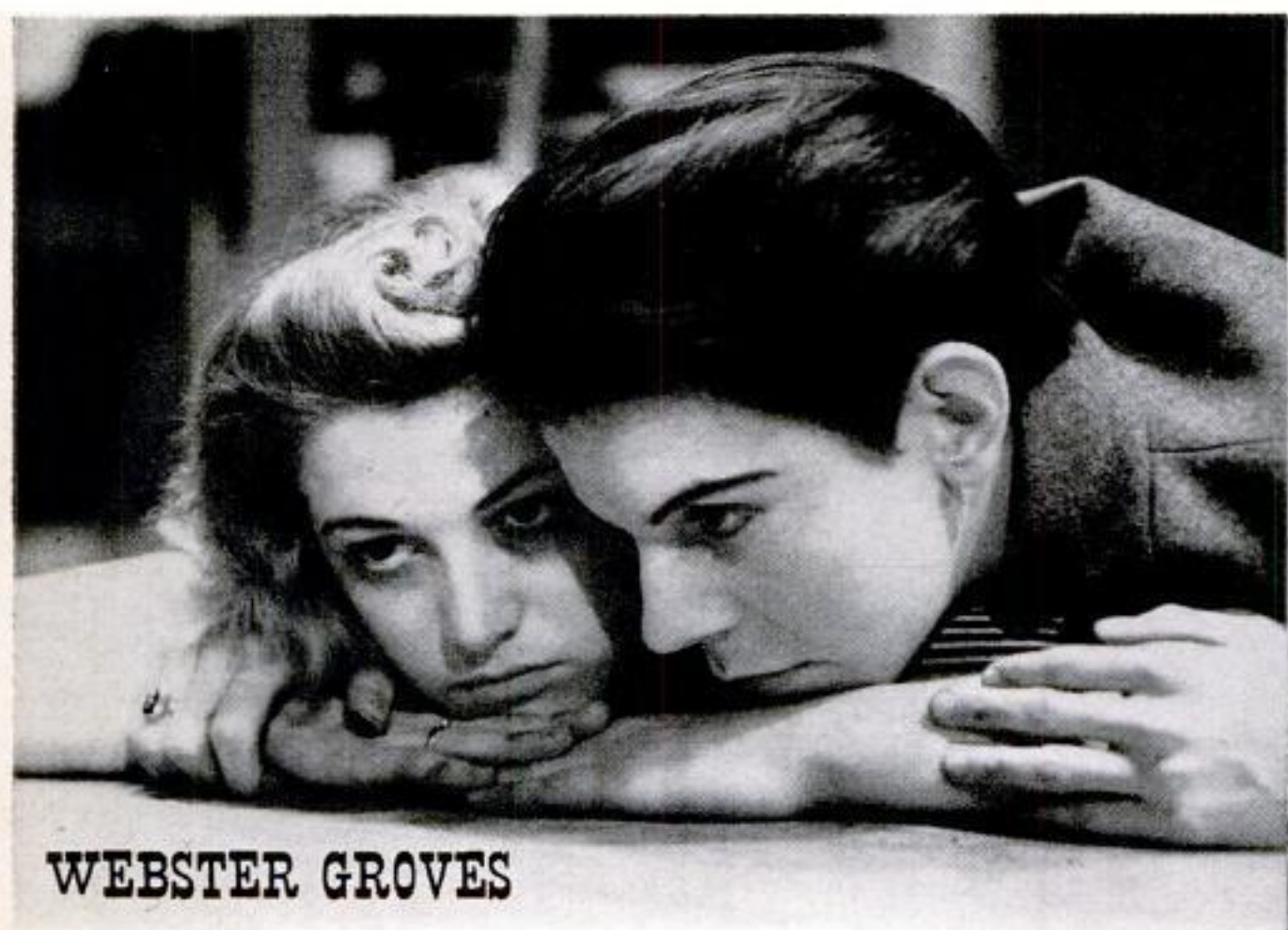
With the change of title from "Little" to "Community Theater" is coming a healthy change of attitude. Fewer theaters are run by arty cliques. More theaters really serve their communities, providing lively cultural centers in touch with the world's best dramatic art. Bankers and bakers share in the backstage excitement of rehearsals, painting scenery, making up and putting over a show. Far from Broadway, these enthusiastic amateurs represent the real American theater.



Building sets is part of the fun of amateur-play production: this very professional set is going up at Shreveport, La., for *Tovarich*, which was presented here eight times. In a community of 76,000, Shreveport's Little Theatre has 1,850 members, puts on seven major productions a year.



Farce at its funniest is this scene from *Room Service*, by the little theater of Janesville, Wis. Shown below is a colorful scene from Eugene O'Neill's *Marco Millions*, presented by the famous Playhouse at Pasadena, Calif., which produces 40 plays a year and has a roster of 2,000 actors.



High School students in Webster Groves, Mo., act a tense scene in Robert Sherwood's *The Petrified Forest*, which is a surprisingly mature play for high-school production.



CONTINUED ON NEXT PAGE



SEATTLE

Showboat Theatre at the University of Washington, Seattle, is a permanent structure built on piles on the campus wa-

terfront in the shelter of Union Bay. As part of their regular dramatic courses, students present six plays a year here.

Theater has a revolving stage and two promenade decks, seats 220. It opened last September with *Charley's Aunt*.

COLLEGE THEATERS DO FINE PLAYS ON \$1,000,000 STAGES

When Brigham Young went to Utah in 1847, he built first a church, then a school, then a theater. To mention school and theater in the same breath was then considered almost as shocking as Young's 27 wives. For half a century afterwards, schools refused to teach dramatics. Today, however, 700 colleges and universities in the U. S. have opened dramatic departments, and many of them offer degrees in theater arts. Educators are now seeing eye to eye with Young, at least on the theater.

Unique among new college theaters is the showboat pictured above. It was built for the University of Washington's dramatic department under Professor Glenn Hughes. Four hundred students are trained here in playwriting, acting, directing, lighting, costume and scene designing. Next month on

this same campus another novel playhouse will be built with the stage in the center and the audience surrounding the actors on all sides. Below are three scenes from Washington's productions, which during the past few years ranged from Broadway hits to *The Taming of the Shrew*. Shakespeare is the favorite author of college theatrical groups, *Twelfth Night* the favorite Shakespearean play.

Magnificent theater plants, costing over \$1,000,000 each, have recently been erected at Yale, Carnegie Tech and the State universities of Iowa, Wisconsin and Louisiana. Dartmouth and Cornell are currently building new million-dollar theaters and will open enlarged dramatic departments next year. The State universities particularly feel that through the theater they can extend their cultural influence

"PRIDE AND PREJUDICE" WAS SHOWBOAT HIT

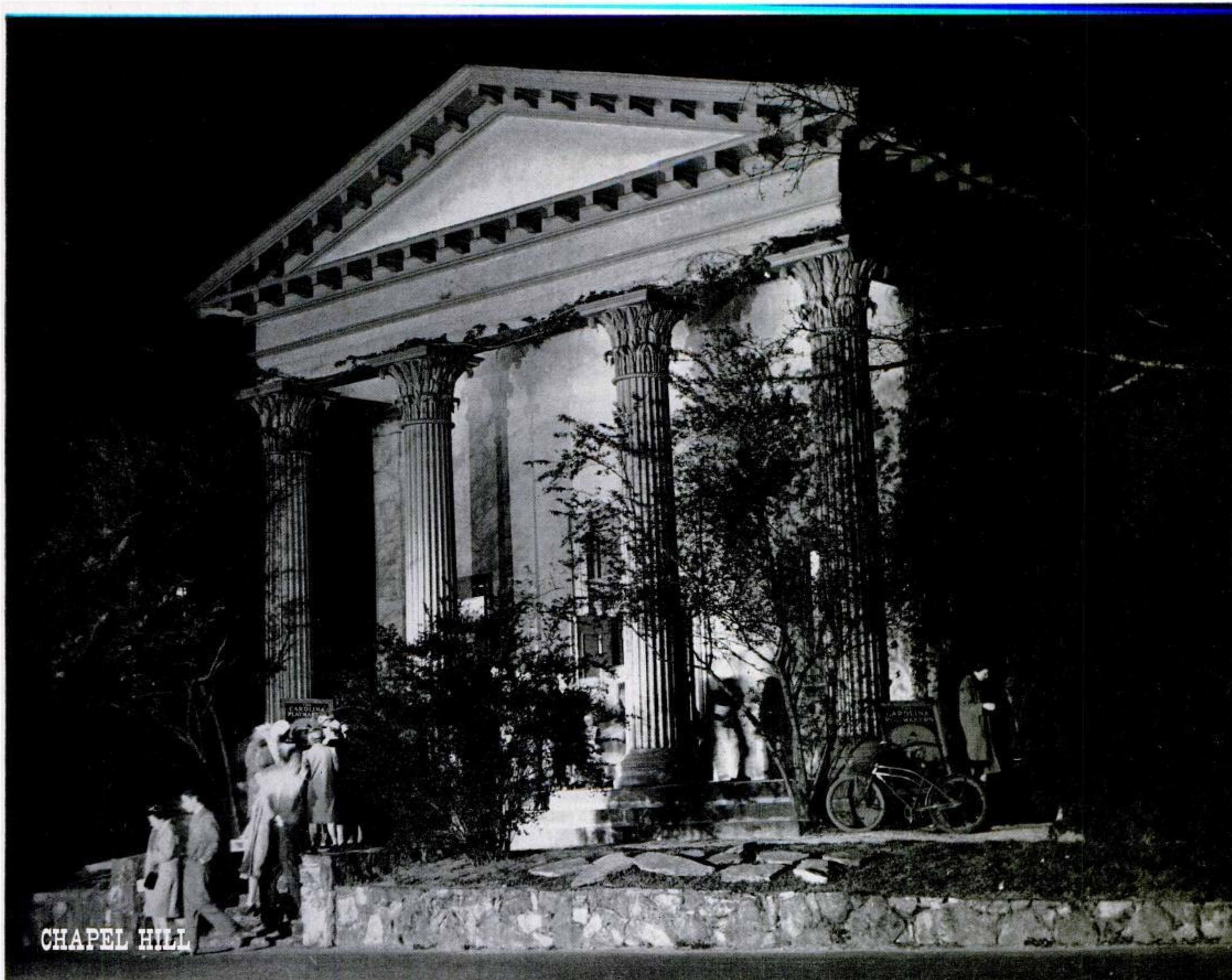


RUSSIAN DRAMA "THE CHERRY ORCHARD" PLAYED 20 TIMES



STUDENTS GAVE "DINNER AT EIGHT" IN HOLLYWOOD STYLE





CHAPEL HILL

Southern belles danced in this building, erected in 1849 as library and ballroom for University of North Carolina.

A Yankee Cavalry quartered here during Civil War fed their horses in book stalls. In 1925 it became a campus

theater. People above have just seen Thornton Wilder's *Our Town* performed this spring for first time by students.

to the outlying sections of the States they serve.

More and more graduates from these schools, instead of running to Broadway, are getting jobs in the new community theaters. Of the 106 such theaters recently surveyed, 80% of them hire a trained director, pay him an average salary of \$1,200 for nine months' work. Highest salary of \$6,000 is paid to Gilmor Brown, director of Pasadena Playhouse. Besides coaching plays, directors of amateur theaters must know how to hammer and sew, make cheese-cloth look like velvet, make spotlights out of tin cans and Barrymores out of Babbitts.

Better-known for training playwrights than directors are Yale's "47 Workshop" and "The Playmakers" of the University of North Carolina. Founded at Chapel Hill in 1918 by Professor Frederick H.

Koch (right), the Carolina Playmakers produce 36 original one-act plays a year, have turned out such dramatists as Paul Green and Maxwell Anderson. Students here are urged to write about the people and scenes they know best. Result has been a crop of folk dramas which have been published in five volumes. Each spring Professor Koch loads students and scenery in his "Show-bus," goes on a barnstorming tour of the country where his students present their own plays. Another annual event is the contest for original plays, open to all schools and theater groups in North Carolina. Below are scenes from three folk plays written and produced at Chapel Hill.

If the finest technical equipment, training and enthusiasm count for anything, these 700 colleges are giving the American theater its biggest boost.



PROFESSOR KOCH AND DOG HAVE BOTH ACTED

"FUNERAL FLOWERS FOR THE BRIDE" IS A MOUNTAIN COMEDY



THIS IS A MEXICAN WOMAN'S PLAY ABOUT REVOLUTIONISTS



THIS PLAY IS CALLED "SHARECROPPER"



CONTINUED ON NEXT PAGE

HIGH SCHOOLS GOING Highbrow STILL LOVE "CHARLEY'S AUNT"

By far the largest group of theatrical producers in the world are the 25,000 U.S. high schools. They give about 50,000 full-length plays every year. Most of them pick a sure-fire comedy like *Charley's Aunt*, pictured below as it was played this spring before a gleeful high-school audience in New Albany, Ind.

For 47 years *Charley's Aunt* has been the ideal play for amateur actors. Written in 1892 by Brandon Thomas, an Englishman, it ran four years in London, is still revived there every Christmas, has made its author over \$1,000,000. Its success is due not to funny lines, but to funny situations. Its story of a rambunctious young man dressed up as a dear old lady is actor-proof.

Trend today in high-school dramatics is towards sophisticated Broadway drama. Barrett H. Clark of the Dramatists Play Service reports that since February over 300 high schools have applied for permission to produce *You Can't Take it With You*, Pulitzer Prize comedy. *Stage Door* and *Big-Hearted Herbert* have had 4,000 high-school performances between them. A few schools are experimenting with such serious works as *The Petrified Forest* (see page 69) and the dramas of Maxwell Anderson and Eugene O'Neill. Learning to appreciate good plays today, these students will be more discriminating audiences tomorrow.



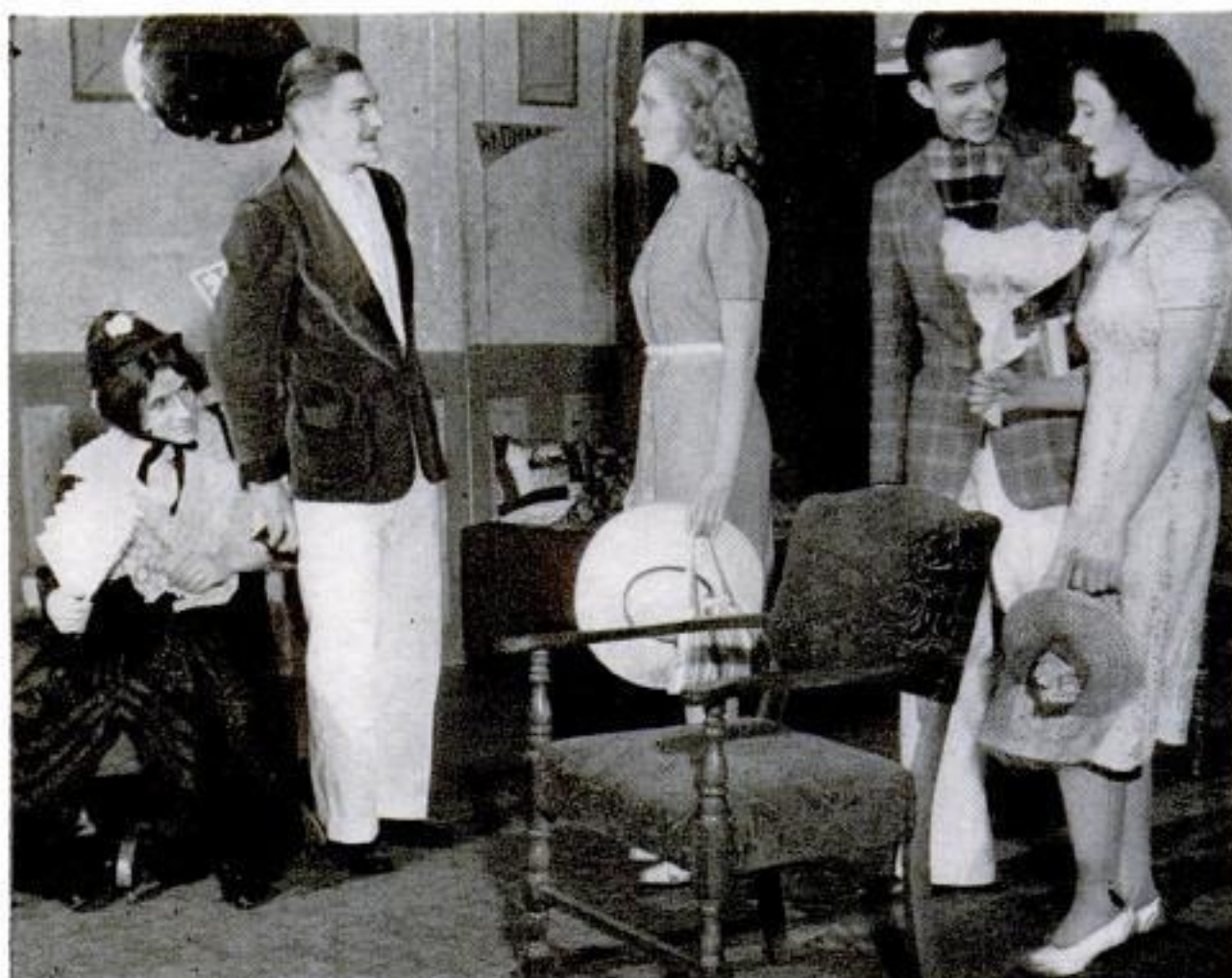
HIGH-SCHOOL STUDENTS IN NEW ALBANY, IND., APPLAUD THEIR CLASSMATES IN



1 Charley, Oxford student, wants butler to pawn his watch so he can give luncheon for his girl.



2 To chaperone the party Charley's friend, Lord Fancourt, dresses as his old aunt from Brazil.



3 Girls arrive at the party given by Charley and his friend Jack, while "Charley's aunt" sits nervously in the corner. Each boy hopes to marry his girl.



4 Mr. Spettigue, ward and uncle of the two girls, becomes infatuated with Charley's aunt, who flees from him under piano.



5 Charley's aunt gets Spettigue to write his consent to the two girls' marriages.



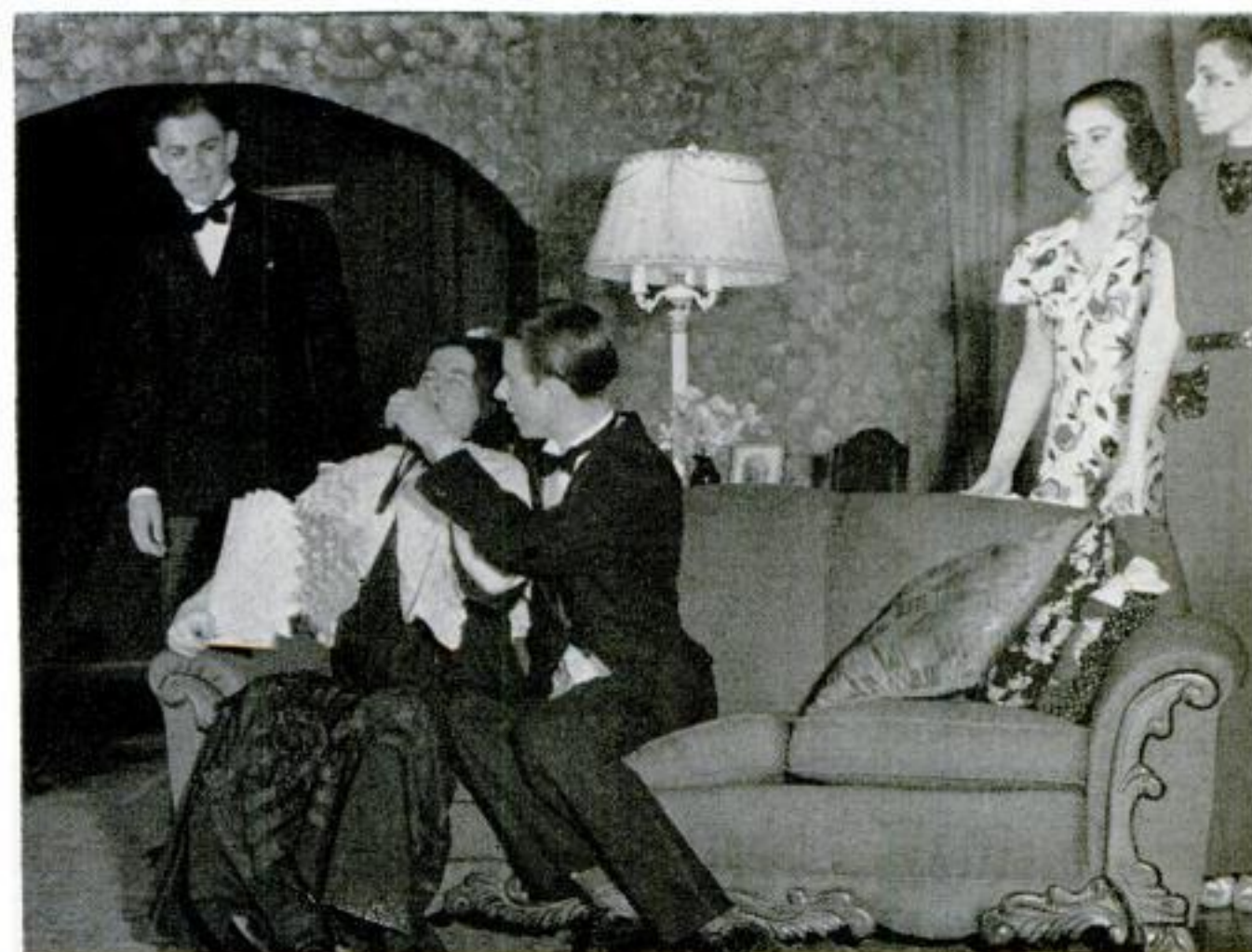
"CHARLEY'S AUNT." PLAY WAS GIVEN IN SCHOOL AUDITORIUM AT 8:30 IN THE MORNING, ADMISSION 15¢. PROFITS WILL SEND SCHOOL DEBATING TEAM TO CALIFORNIA



6 Charley's aunt threatens to take off his disguise when his own girl shows up.



7 Charley's aunt meets his beloved Ela, who does not recognize him and tells him that she loves Lord Fancourt.



8 Charley's aunt behaves so strangely that Jack offers him some smelling salts. Charley's real aunt appears (*far right*) and the play ends with four marriages.

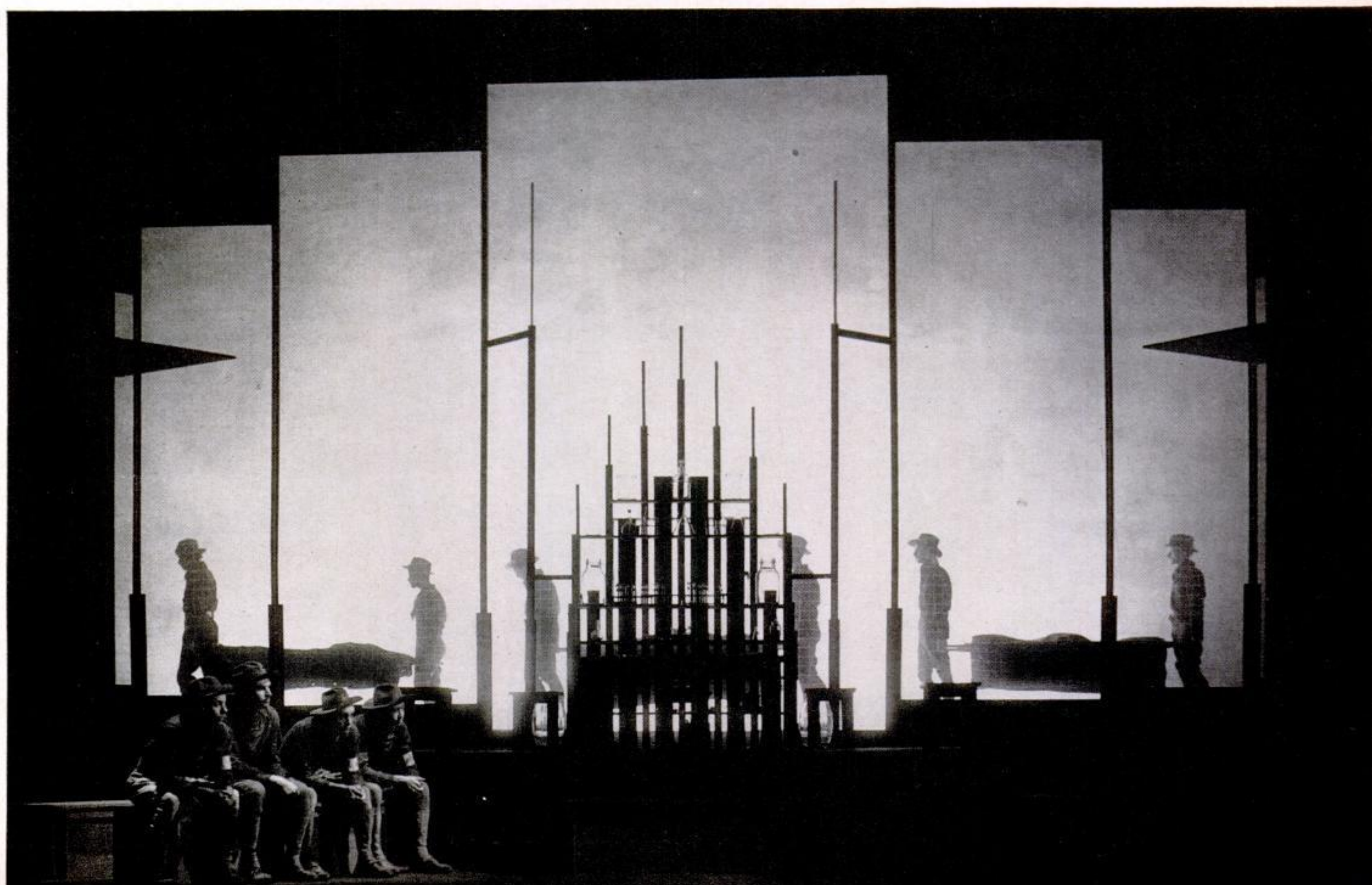
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CLEVELAND is proud of its Play House, which combines two theaters and two drama schools under one roof. Girls above are part of group selected annually from Cleveland schools and given free training. They are singing a

ditty, "We look so lovely in our new Easter hats," at an all-children's performance. Free training is also given to an older group of 45 students enrolled from all parts of the U.S. Below is a scene from *Yellow Jack*, Sidney Howard's

fine drama of American soldiers fighting yellow fever in Panama. It is one of 14 plays produced every year by a permanent staff which offers Broadway hits along with many beautifully staged plays too experimental for Broadway.



WE WENT...WE SAW...WE LISTENED...*to silence!*

How the couple next door convinced us that Servel can't make a noise

(It's the only "automatic" that freezes with **NO MOVING PARTS!**)



1 "NO WEAR, NO NOISE—GET IT?" says our new neighbor enthusiastically, as though his life's work was selling refrigerators. "That tiny gas flame takes the place of moving parts in the freezing system. No moving parts means nothing in there to wear; nothing to make a noise. Servel just *has* to be silent!"



2 "AND HOW'S THIS FOR LOW RUNNING COST?" his wife joins in. "Just look at these gas bills. Servel hasn't cost us more than a few cents a day to run since we bought it. And as far as Frank and I can see, it never will."



3 "MATTER OF FACT," says Frank, "IT PAYS FOR ITSELF. Just for fun the other night, we compared what we used to spend on food with what we're spending now. And would you believe it: we're saving enough each month with our Servel to actually pay the installments. And that doesn't count what we save on ice as well."

4 WE CAME HOME with our minds made up. Our next refrigerator's going to be a Servel, too! No one can ever tell us again that all refrigerators are just about alike—*not*, and get away with it!

WHAT MEN AND WOMEN WHO'VE HAD EXPERIENCE WITH OTHER REFRIGERATORS say about 'the refrigerator you hear about but never hear'...



"We had another type refrigerator before we got our Servel Electrolux. We're delighted with it because of its silence. And because you never have to worry about parts wearing."
—Mrs. K. C. Edwards, 1519 Beach St., San Francisco, California.



"I replaced the first refrigerator in my home over eight years ago with a Servel Electrolux. The fact that it has no moving parts makes it, in my opinion, a perfect refrigerator."—Fred H. Norton, 186 Satterwaite Ave., Nutley, New Jersey.



Yes, Servel Electrolux *is* different from every other. A tiny gas flame does the work in it. As a result, it's the *only* automatic refrigerator that can bring you the lasting silence and savings of a freezing system without moving parts.

See the new models at your gas company or neighborhood dealer's showroom—*this week!* Remember, your own gas company offers prompt service facilities for every Servel it installs.

For Suburban and Rural Homes, Models Run On

BOTTLED GAS, TANK GAS OR KEROSENE

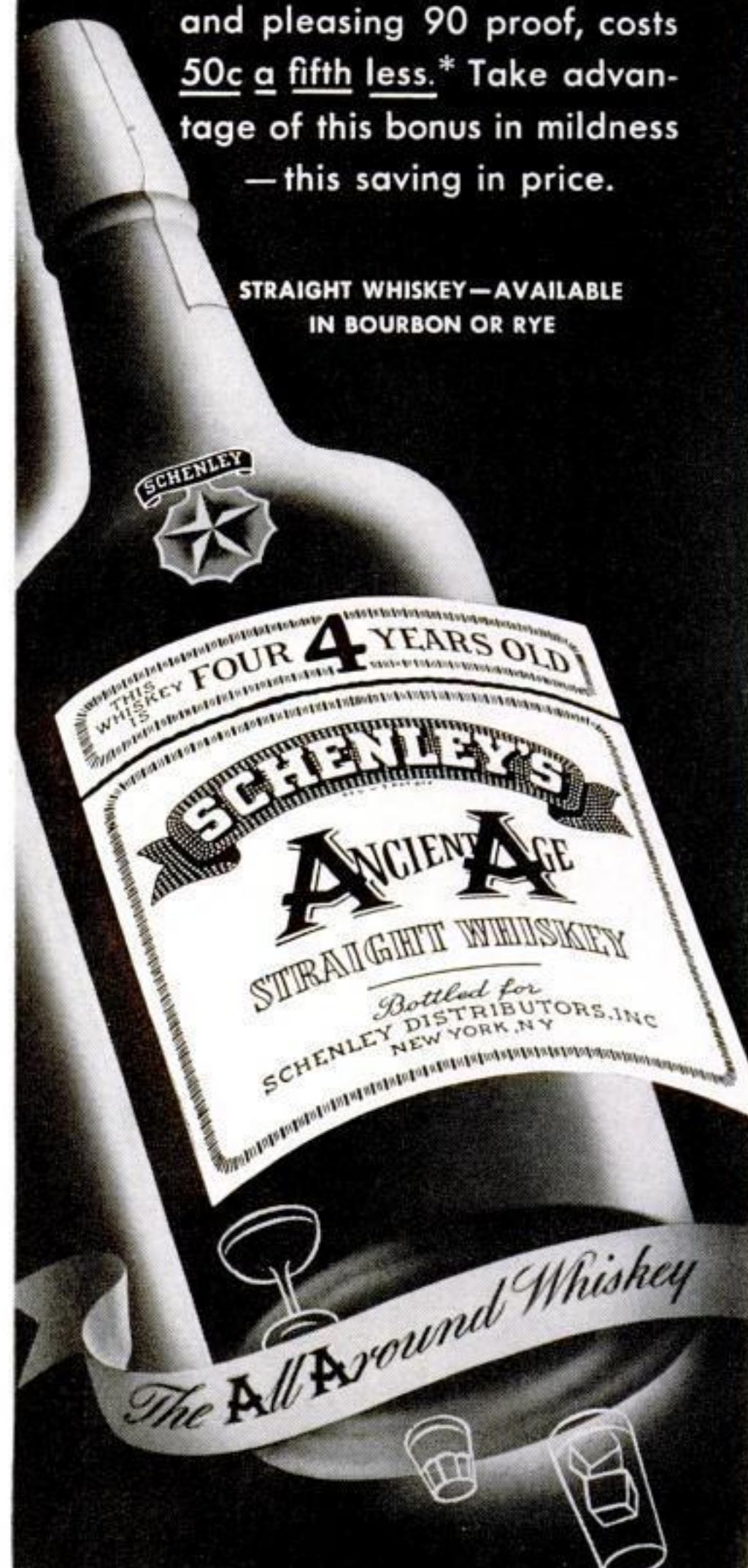
Write for details to Servel, Inc., Evansville, Indiana

SEE SERVEL'S "MAGIC CAVES OF ICE" AT NEW YORK WORLD'S FAIR—SEE SERVEL AT THE GAS INDUSTRY EXHIBIT AT THE GOLDEN GATE INTERNATIONAL EXPOSITION

Compare first *then choose!*

Compare Ancient Age to fine bottled in bond whiskies and you will see that it is identical in age with 4-year-old bonded brands, comes at the milder and pleasing 90 proof, costs 50c a fifth less.^{*} Take advantage of this bonus in mildness — this saving in price.

STRAIGHT WHISKEY—AVAILABLE
IN BOURBON OR RYE



^{*}The price of Ancient Age is 50c a fifth less than the average cost of 6 nationally advertised 4-year-old bottled in bond brands. Copr. 1939, Schenley Distillers Corp., N. Y. C.



Franco's brother-in-law, Ramón Serrano Suñer, is the Minister of Interior. A leading Spanish Fascist, he was arrested in Madrid at start of war but escaped.



His older brother, Nicolás (smiling, above), serves as Ambassador to Portugal. He also favors

GENERAL FRANCO (continued)

"When-Franco-went-to-heaven" class, were first told of Hitler & Co. From a similar die is the one about how Franco went in mufti to a Burgos cinema one evening and was not recognized. At the end of the show his portrait was flashed on to the screen. Everybody rose and stood at the salute for the national hymn. Franco remained in his seat, shyly expecting to be recognized and cheered. A soldier behind bent down and whispered in his ear: "I'm just as much a Red as you are, old man, but take my tip and get up and salute the bastard."

Yet although he is not cut out by nature for the imposing part which Spanish Fascists would like him to play, Franco has two indisputable qualifications for the wartime job he has had to perform up to date. He is a competent professional soldier, and he has extraordinary steady nerves. The military experience which has enabled him to feel at ease, particularly in the early stages of open fighting, was acquired mainly during 14 years' service in Morocco, the conventional school of the Spanish officer. He nearly missed this education. For as the Franco family had been connected for generations with the Navy, it was originally intended that Francisco should carry on the tradition. Just as he was preparing for the entrance examination for the Naval Academy, the Government, forced to economize, announced that no more naval cadets could be received. So, in 1907, Franco, "a slender youth of delicate features and large, shining eyes," entered the Military Academy in the Toledo Alcázar and passed out as a second lieutenant three years later. Perhaps it was affectionate memory of his happy nonage in the Alcázar that prompted him to divert troops to relieve the garrison besieged there in September 1936. Madrid would have certainly fallen then had these troops, under the immediate command of the hard-fighting Yagüe, pushed on to the capital to join the forces of Mola. When they finally got to the gates of Madrid they found them barred by a new morale, the International Brigades and by Russian tanks and planes which arrived in the last week of October.

Franco obtained in Morocco the adventure and opportunity for promotion for which every young soldier is ambitious. He was appointed to the new force of Moorish *gendarmes* which were kept so busy by the Riffs that in the course of three years only seven of their 42 officers had not been wounded. Twenty-two-year-old Captain Franco was one of the lucky ones. While on a parapet one day, he took up a thermos flask containing coffee. A bullet tore the cork from between his fingers. But the imperturbable captain, it is related, did not bat an eyelid. He drank the coffee and, turning towards the enemy camp, toasted them better luck next time.

Next year they did have better luck. A Riffian bullet lodged in Franco's stomach and nearly ended his life. He slowly recovered, was awarded the Cross of María Christina and was soon promoted major—at 23 the youngest major in the Spanish Army.

He beats the Riffs and becomes a hero

It was the youngest major in an army enjoying some 700 generals who was called upon to lead the Legion into the breach after



German and Italian interests in Spain and attended 1937 Nazi Party Congress as guest of Hitler.



His younger brother was Lt.-Colonel Ramón Franco, transatlantic flier, who crashed to death in 1938. Unlike his brother, Ramón was a militant liberal.

the worst disaster in modern Spanish military history. Eleven thousand Spanish conscripts had been massacred at Annual and it was Franco who, when General Millán Astray fell wounded, directed the brilliant counterattacks that drove the Riffs of Abd-el-Krim back into their hills from the very gates of Mililla.

Then followed two years of successes, and on June 3, 1923 the youngest major became, at 30, the youngest lieutenant-colonel and commander of the Legion as well. "There is none who surpasses him," said King Alfonso. "It has to be Franco."

His legend grew and the day came, in 1924, when he was able to defy the will of the Dictator himself. General Primo de Rivera wanted, as a precautionary measure, to withdraw from certain exposed positions in the Riff. Franco drew up the Legion in parade before him and said "No! The Legion never retreats." The Dictator paled but swallowed it. At 32, Franco—"Franquito" to the Legionnaires—became a general, with new decorations from his King and the red ribbon of the French Legion of Honor.

There had been little mental stimulus in those 14 years in Morocco. He hardly knew of, much less understood, the stirrings for reform in the breasts of his civilian contemporaries. But he was the leading strategist in colonial warfare and colonial warfare was then, with internal politics, the Spanish Army's only preoccupation. So he was charged with setting up the new General Military Academy in Zaragoza in 1928. His friend Alfonso who admired him so much that he had been, by proxy, best man at his wedding, in person presented the Academy with its red-and-gold banner.

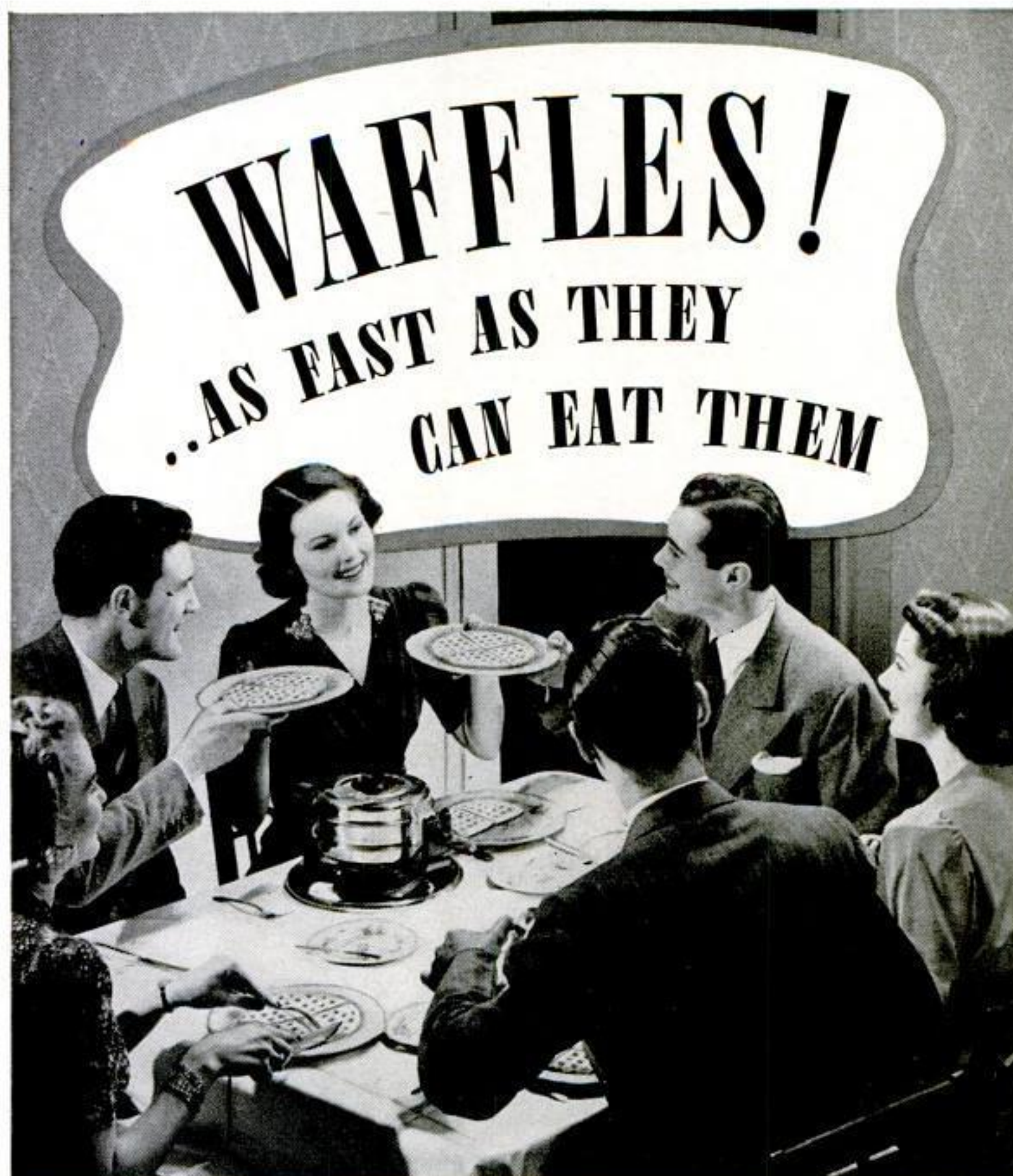
The "slender youth of delicate features" grew into a comfortable armchair figure. His chief worry was that some one might confuse him with his rapsallion brother, the aviator Ramón, who was then deep in Republican plottings. The French War Minister Maginot, builder of the Line, called and gave him a wider red ribbon. In November 1930, he was invited, the youngest general in Europe, to Versailles to study under Marshal Pétain at an advanced course in higher strategy for brigadier generals and colonels. His old professor, Pétain, was to be tactfully appointed the first French Ambassador to Nationalist Spain.

In 1931, Spain woke up one morning to find herself a Republic. Within a few months the Academy was closed. General Franco was heartbroken. "Discipline," he told the young men whose careers were shattered, "shows its true worth when the mind advises otherwise." And Azaña, who liked this young general who seemed so unlike the old ones, scolded him but gave him a nice post in the Balearic Islands to supervise their fortification.

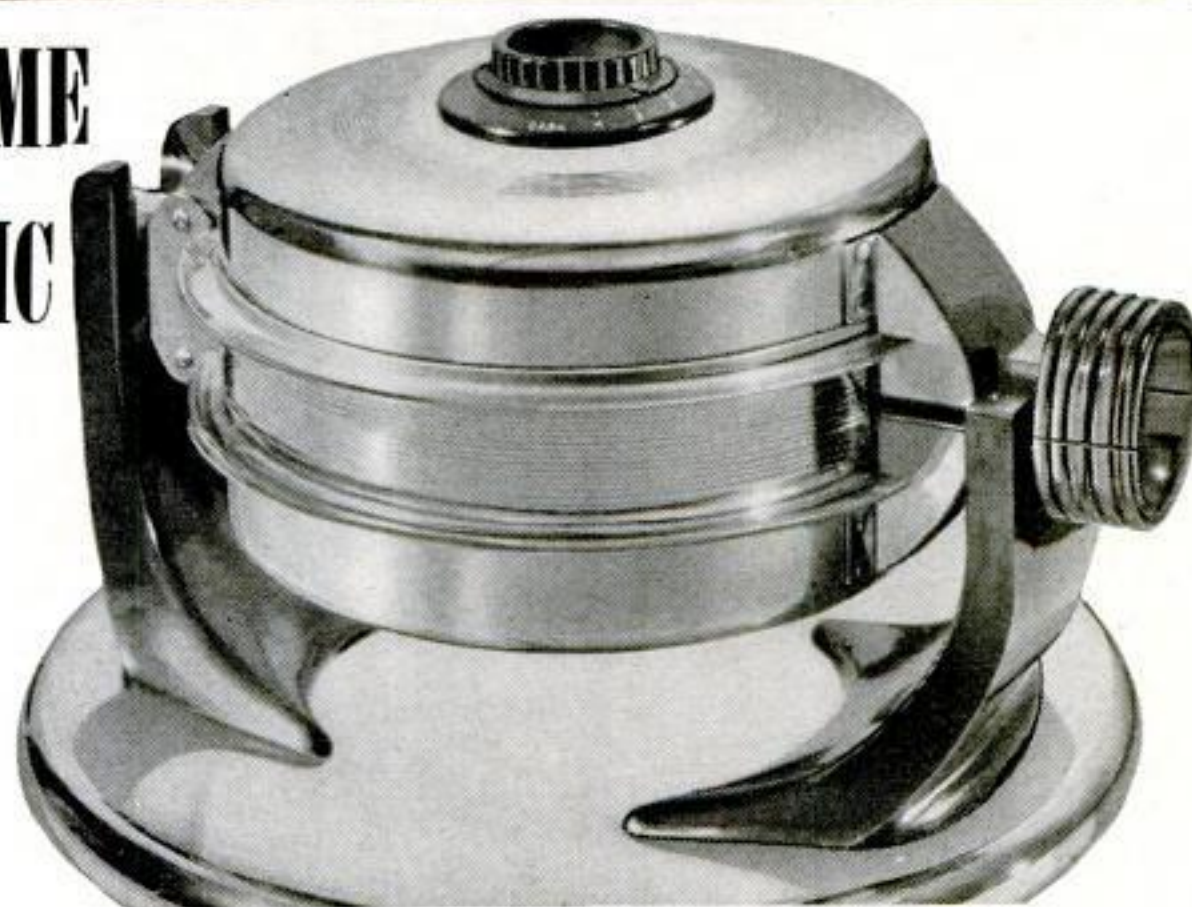
It was from the Balearics that a Right government, sorely beset by a Republican and Socialist rising, called him in October 1934. And it was he who suggested that they send for his Moors and his Legionnaires who put down the rebellion in Asturias.

The rebellion scotched, he soon became Chief of Staff. But his career was cut short by the advent to power of the Popular Front in 1936. His proposal for a coup d'état was refused and, packed off to the Canary Islands which the Popular Fronters in Madrid seemed to think safely distant, he impatiently collaborated when he could in the plans for the rebellion. When the politicians of the Right asked

CONTINUED ON NEXT PAGE



2-AT-A-TIME AUTOMATIC WAFFLE BAKER



Friends and honored guests—the waffles are coming! All hot and crisp—the kind that "melt in your mouth!" No waiting, either—for this brilliant waffle baker clicks them out full-sized, 2 at a time—*automatically*.

With easy grace, the popular hostess performs this delightful ceremony. Quickly and neatly she batters the twin grids. Then she sets the dial that "thinks" and acts for her. In a jiffy the waffles are ready—baked to the selected shade and crispness. It's as simple as that!

Don't confine all this fun to parties.

Give the home folks a treat. Every meal is a gala event with Twin-O-Matic tuned in to perfect waffles. Twin-O-Matic is the ideal wedding gift. Featured now at leading dealers—\$16.00. Non-automatic model—\$12.95.

MANNING, BOWMAN & CO., MERIDEN, CONN.



"TUNE IN"
WITH THIS DIAL
Automatically regulates heat, texture, and baking time. No guessing. Shuts off when the two perfect waffles are ready.

FREE RECIPE BOOK

How to make gingerbread waffles—chocolate brownies—cheese waffles—17 other delicious kinds. Free at your dealer's—or send us three cents for postage.



MANNING-BOWMAN

Twin-o-matic (TRADE MARK) WAFFLE BAKER



"WILL YOUR SCALP STAND THE FINGERNAIL TEST?"

YOU COULD HAVE knocked me over with a swindle-sheet when the boss said that to me. "Is it a salesman you want," I says, "or is it a matinee idol?"



"DON'T ARGUE WITH ME about the Fingernail Test!" shouts the boss. "Try it!" So I tried it... and did I shut up! My scalp was gummy as Uncle Louie's corn-cob pipe!



"THAT'S A DANDRUFF CONDITION," says the boss, "and don't tell me that stuff on your hair and on your coat collar helps you sell! You're kidding yourself, slicking your hair down with grease and expecting your scalp to stay clean between shampoos!"



"YOU'RE BREAKIN' MY HEART!" says I, but what do I do? The boss whips a bottle out of his desk. "See this?" he says. "It's Wildroot-with-Oil. The good old Wildroot formula that's been chasing dirt and dandruff scales for 30 years, plus pure vegetable oils that keep your hair in place and won't build up grease. And if you hurry, you can get the 35¢ size for 17¢!"



60¢ size cut to 29¢. Limited time only!

WILDROOT WITH OIL
THE 3-ACTION HAIR TONIC
1. CLEANS AS IT GROOMS 2. RELIEVES DRYNESS
3. REMOVES LOOSE DANDRUFF

WILDROOT CO., BUFFALO, N. Y., FORT ERIE, ONT.



Franco's dusky Moorish guards marched with gleaming bayonets in the big victory parade held in Seville on April 17. Franco cut his military teeth fighting with the Moors in Spanish Morocco (1912-26) and learned to speak their language fluently.

GENERAL FRANCO (continued)

him to stand for Parliament from Cuenca in run-off elections in May, he refused. It was too late then, he felt, for anything as mild as political solutions.

Planning his campaigns

Franco has conducted efficiently, if unimaginatively, the long civil war that has just ended. Many German and Italian officers in Spain, and even some of his own generals, notably the headstrong Yagüe, have at times complained impatiently that, had the Generalissimo shown more initiative, the war would have been finished months before. It was jestingly rumored that the delay at headquarters was caused by lack of German and Italian interpreters. But his enemies believe he was an abler soldier than his foreign advisers and would have done better without them. The preparations have been so slow and thorough that there have been few surprises for the enemy. Throughout the long war no one has seriously challenged Franco's claim to the position of Generalissimo. His advance from the South on Madrid in the first days of the war with only 18,000 men through hostile country is already rated one of the great exploits in Spain's romantic military history.

Franco now has to turn his unpracticed hand to the prodigious work of reconstruction and reconciliation. It is a job that would appall a less phlegmatic man. With Spain's great gold reserve gone, he has to rebuild hundreds of wrecked towns and villages, pension thousands of maimed, revive industry and trade, get along with the Germans and last but not least, persuade a million soldiers and millions of bereaved families that the ghastly war has been worthwhile—even the bombings and destruction of what were Loyalist towns, something his own people are only now discovering at first hand to be true. Does the unimaginative soldier know how to set about all this and, if he does, will he be able to execute his plans?

When Franco and his fellow conspirators unwittingly plunged Spain into civil war, they had not elaborated a popular long-term political program of their own. It is not even clear that they were thinking of the ultimate restoration of the monarchy, with its traditional advantages to the Army. What they wanted was just another Primo de Rivera dictatorship. When the coup failed and the country settled down to suffer its long internal agony, Franco was compelled to extend his appeal to the working and lower-middle classes. Conscription had to be accompanied by fair promises to the conscripts. Thus it was that the Spanish Fascists, the blue-shirted Falangistas, who are recruited largely from the lower-middle class, came to have a say in Nationalist policy and soon presented Franco with a political program, which, for want of a better one of his own, he has accepted as the official program of post-war Spain.

He tries to curb the Fascists

Franco and his original military and ecclesiastical supporters undoubtedly hoped at first to yoke and drive the Falangistas. The embar-

WAKE UP YOUR LIVER BILE — WITHOUT CALOMEL

— And You'll Jump Out of Bed in the Morning Rin' to Go

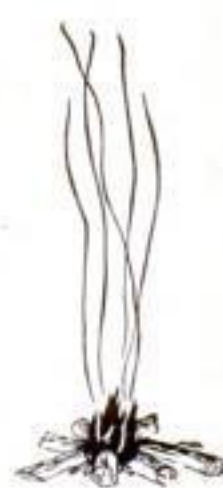


The liver should pour out two pounds of liquid bile onto the food you swallow every day. If this bile is not flowing freely, your food doesn't digest. You get constipated. Your whole system is poisoned and you feel sour, sunk and the world looks punk.

A mere movement doesn't get at the cause. It takes those good, old Carter's Little Liver Pills to get these two pounds of bile flowing freely and make you feel "up and up." Harmless, gentle, yet amazing in making bile flow freely. Ask for Carter's Little Liver Pills by name. 25¢ at all drug stores.



You need STANBACK for speedy headache relief without the jitters. Try it, too, for neuralgia, muscular aches and similar pains. In use 27 years. Millions used yearly. Be wise! Try STANBACK! 10¢ & 25¢ at drug stores. TRIAL OFFER: 25¢ Package! Mail this ad and 10¢. Act NOW! Be prepared! STANBACK COMPANY · SALISBURY · NORTH CAROLINA



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This year, when the need is greater than ever, we are coming to you again to ask for your help in carrying on our job.

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Mothersills
SEASICK REMEDY

STOPS TRAVEL NAUSEA ON YOUR VACATION TRIPS



Franco attended mass in the Church of the Virgin of the Kings on the day before the parade. He emerged surrounded by prelates who held a baldachin over him. Franco is personally pious but as a dictator he places the State above the Church.

rassingly enthusiastic and anti-clerical Falangistas were united in one organization with the much older, more soldierly, monarchical and devoutly Catholic Requetés. But the Falange, with its great numerical strength, more popular program and up-to-date political methods copied from Germany and Italy, has steadily obtained the ascendancy.

The currents of internal political rivalry might have already swept Franco from power had it not been for the counsel of the Generalissimo's astute brother-in-law, Serrano Suñer. *Cuñado* is the Spanish for brother-in-law and Serrano Suñer is nicknamed the *Cuñadísimo*. Well he deserves the acknowledgment. This silver-haired, delicately fashioned, overworked little man in the late thirties is the Generalissimo's indispensable adviser on all non-military affairs. He is Minister for the Interior and, as such, has thought fit to oversee the departments for propaganda and public security. It is convenient to a dictator that an accommodating brother-in-law should wield so much authority. Suñer was not a Falangista before the war, although he was a close friend of Primo de Rivera. But this shrewd politician read the signs of the times and recognized in the Falange and its authoritative program the only possible means of establishing a peace of the Right. He has persuaded his brother to see eye to eye with him. With Franco at its head, "responsible before God and before history," the Falange has become "the Party" in Spain just as the Nazi Party and the Fascist Party have each become "the Party" in Germany and Italy. With one singular difference; the head of "the Party" in Spain is not its founder.

The 26-point program of the Falange, which envisages a National-Syndicalist State closely resembling in all essential features the Nazi and Fascist prototypes, is already being partially fulfilled in Spanish legislation. Franco's Spain is to be a totalitarian country in which freedom of speech and assembly and popular suffrage are denied. Fair promises have been made to the workers both in the program and in the Labor Charter. It remains to be seen whether they will be generously carried out. Franco has made a bad beginning at achieving national reconciliation by appending his signature to the mean-spirited "law of political responsibilities," which empowers packed tribunals to exile, dispossess and imprison thousands upon thousands of the Spaniards who opposed the Nationalist cause back as far as 1934. If the law is applied indiscriminately in full force, Franco will antagonize half the population. But it is too early to pass judgment and it has been wisely said that predictions about Spain are invariably proved wrong. For that reason one hesitates to speculate on anything so important as the return of the Bourbons. Alfonso is waiting. So is his son Juan. Their chances are in direct proportion to Franco's difficulties. If he cannot surmount his difficulties alone, he may have to bring back the Monarchy as a better symbol of national unity. The Falange will oppose a Bourbon's return. Then it will be possible to see which is the stronger, the will of the Generalissimo or the powerful Fascist movement which grew up unwanted beneath him. Franco has taken the oath of loyalty three times, once to King, once to Republic, once to himself. He could take it again.

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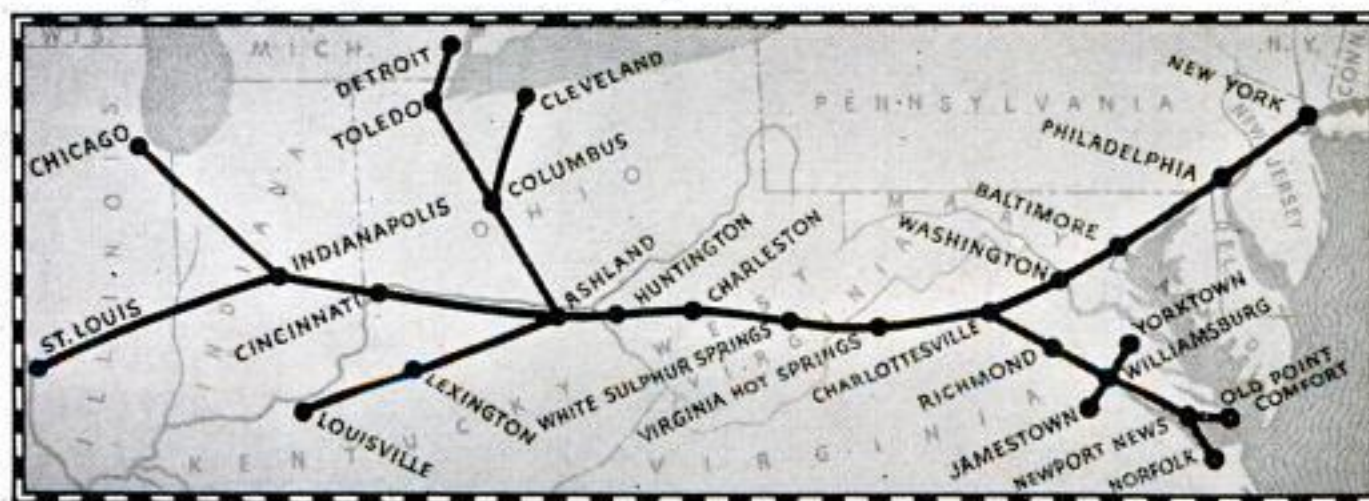


TRAVEL DIVIDENDS—those extra enjoyment opportunities which double the worth of travel—are nowhere more abundant than in *The Chessie Corridor*. Your whole family, young and old alike, will find this famous east-west travel route the most interesting way to go. For there's more to see...magnificent, ever-changing panoramas unfold at your train window...historically fascinating stop-overs beckon—places that bring American history vividly to life, that make Democracy more than a newspaper headline...WASHINGTON, the country's thrilling Capital; COLONIAL WILLIAMSBURG, restored to look as it did in the early 1700's; JAMESTOWN, cradle of our nation; YORKTOWN, where Liberty was made a fact...To these and other places you'll want to visit—on your way to one of the World's Fairs or other destination—Chesapeake and Ohio's distinguished fleet of air-conditioned trains—THE GEORGE WASHINGTON—THE SPORTSMAN—THE F.F.V.—take you in comfort.

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which describes a number of trips of one, two or more days in THE CHESSIE CORRIDOR, combining exhilarating travel by train and ship with interesting stop-overs that pay you rich dividends in memorable experiences. Write for "Chessie's Travel Dividends" to Passenger Department, Chesapeake and Ohio Lines, 829 East Main Street, Richmond, Virginia.



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THE STYLE LIKE THE LEATHER LASTS AND LASTS

There isn't much satisfaction in long-wearing shoes if they don't look smart as well. Thanks to Ankle-Fashioning, an exclusive Nunn-Bush feature, gaping and bulging is retarded and minimized in Nunn-Bush shoes. Their good looks, like their good leather, last and last. Sold by better dealers everywhere.



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\$7.75 to \$10.50
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PEOPLE

The Cameras of the World Press
now put these People in the News



President Anastasio Somoza of Nicaragua embraces his sons, Anastasio Jr. (left), and Luis, cadets at Long Island's La Salle Military Academy, May 13, on his U. S. tour. So far the General privately has had one complaint: that his chic wife and he had separate White House suites. Said he: "I like to share my wife's bedroom."



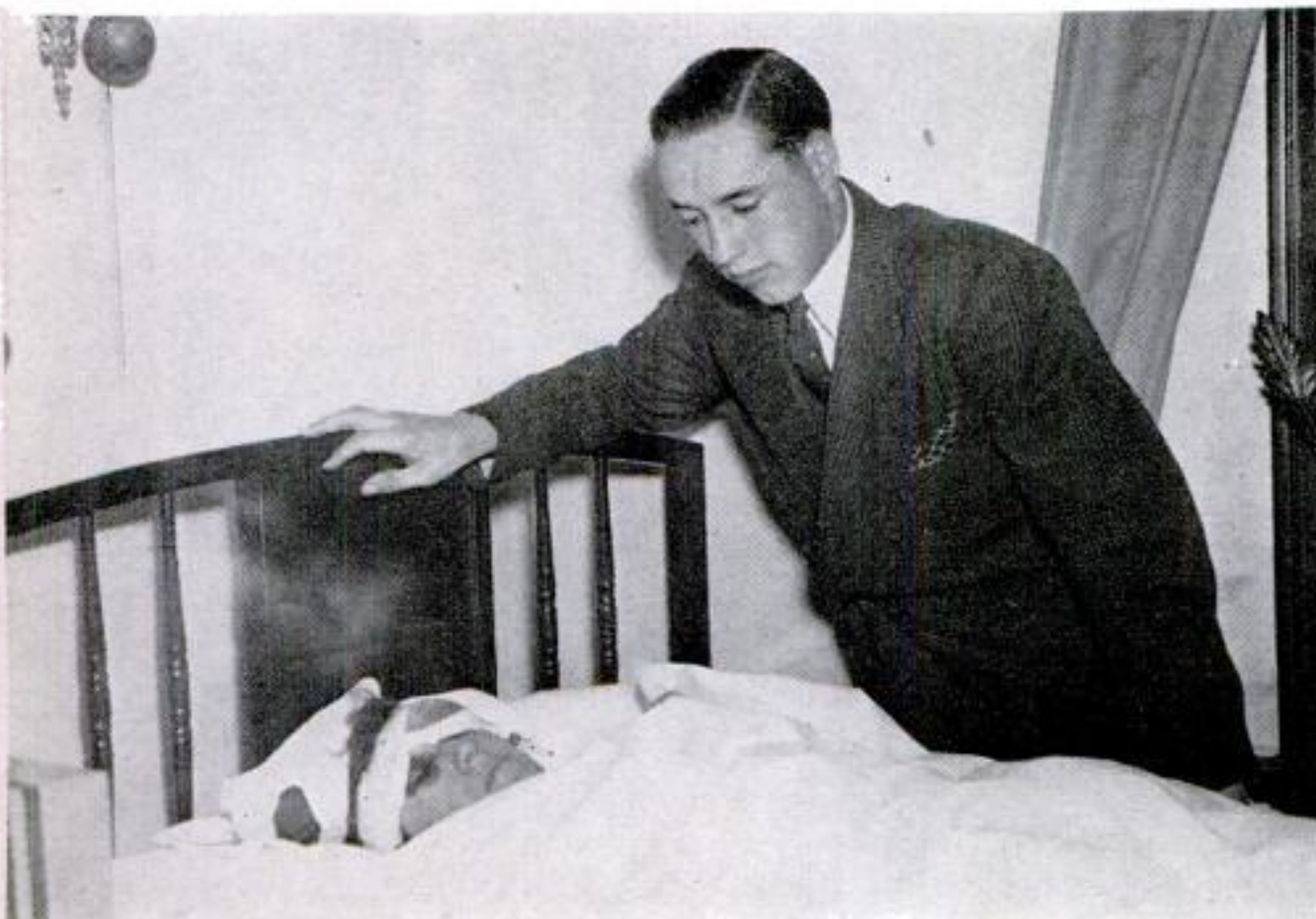
Dr. Serge Voronoff, skilled, 73-year-old, Russian-born surgeon and handsome Mme Voronoff, 26, whom he married in 1934, arrived May 15 from Paris to visit the New York World's Fair. Famed for his 2,000 operations to rejuvenate oldsters with monkey glands, he uses the same technique to treat thyroid deficiency in children.



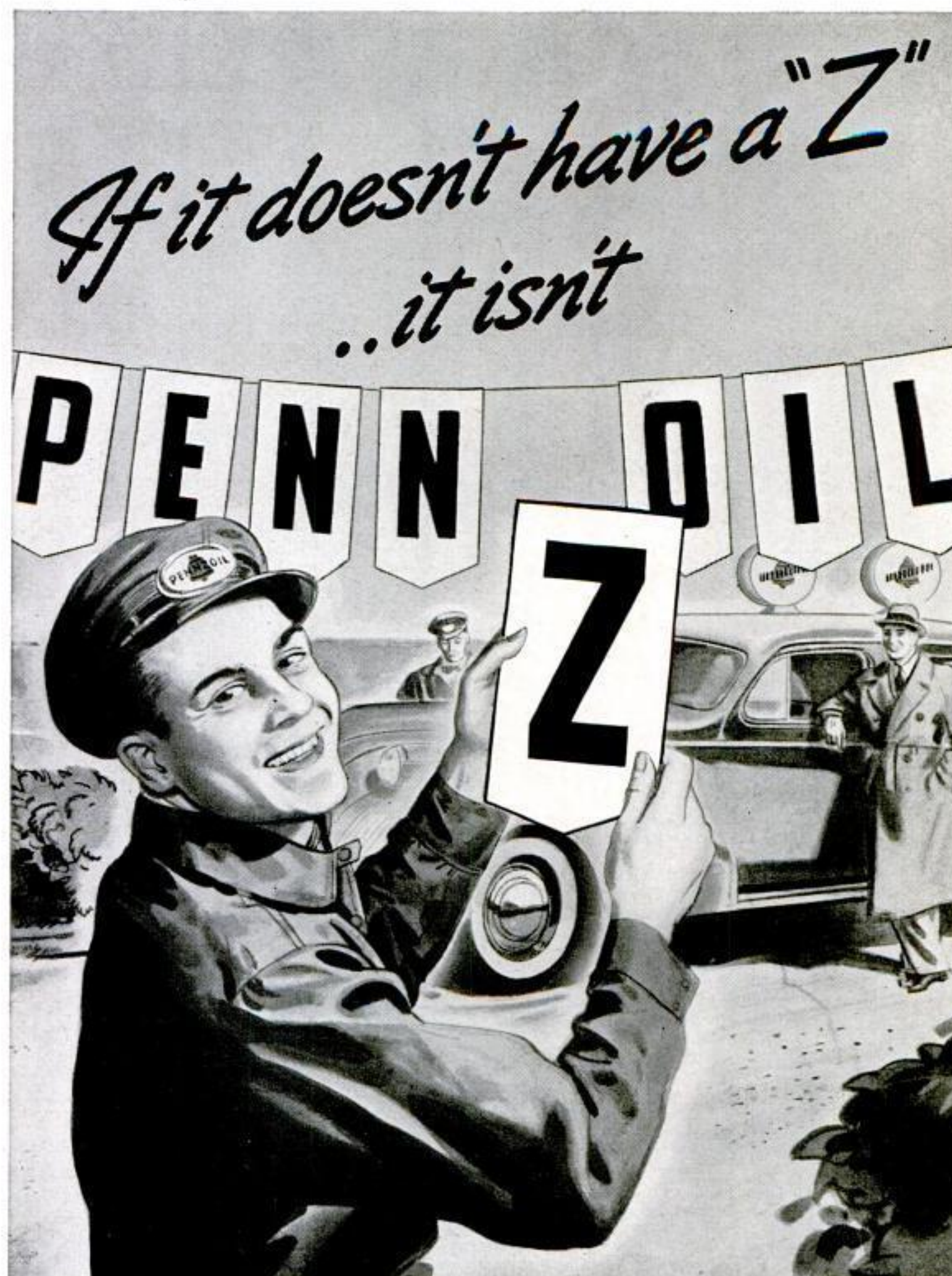
Alfred P. Sloan Jr., board chairman of General Motors, thoughtfully mussed up his hair before the Temporary National Economic Committee in Washington, May 18. Asked how investment could be stimulated, he said: "More profits... that's one reason the automobile industry is so strong... it has had a reasonable profit margin."



Carmen Miranda, toast of South America, Brazil's brightest and wealthiest Samba (swing) star, arrived in New York on May 17 for a singing engagement with a six-piece Samba band—supplied by her No. 1 fan, Brazil's President Vargas. When she sailed, 500 Rio swains reportedly sang a favorite song: *Boneca de Pixie (Tar Doll)*.



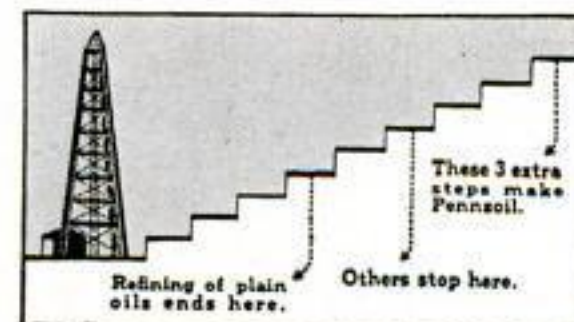
Mrs. William Feller on Mother's Day in Chicago proudly watched her famed son Bob pitch for the Cleveland Indians. In the third inning a White Sox batter fouled one of Bob's pitches into the Feller box, hit Mother Feller in the eye. Rushed to a hospital (above) she had six stitches. Son Bob Feller allowed six hits, won 9 to 4.



FOR THE GENUINE...SOUND YOUR "Z"!

YOU CAN TAKE a piece of fine cloth and turn it into something a scarecrow would save for foggy days—or into a \$150 suit you'd admire on the society pages.

Oils from Pennsylvania crude differ greatly, too. That's why it's important to sound your "Z" and get the genuine PennZoil.



3 Extra Steps

Toughen PennZoil Film

Since 1934, cars have needed oil that can protect searing pistons, rings and valves with a film scant as a soap bubble—and not clog them with sludge.

PennZoil's 3 extra refining steps remove sludge-forming parts, make its bubble-thin film tougher under heat! No extra charge for them.

RESISTS SLUDGE

Not satisfied with a process so thorough it's called "double refining", we put PennZoil through 3 extra steps. They make it 27 to 67 times more resistant to sludge. (A leading automotive publication sponsored the test that proved this fact.)

Without these weak elements to clog your motor, PennZoil steps up performance, saves on valve grinding, new piston rings, gas, oil, and major repairs!

Next time, specify PennZoil motor oil and supreme quality lubricants. Get them at the yellow oval sign. They cost no more than plain brands.

Member Penn. Grade Crude Oil Ass'n. Permit No. 2



Evelyn Keyes

featured player in Cecil B. DeMille's
Paramount production
"UNION PACIFIC"

says: "The Challenger? It's comfortable... it's cheerful... it's charming. And I think the Registered Nurse-Stewardess service is simply wonderful."



In 1869 few women ventured a transcontinental train trip

Today **MANY THOUSANDS OF WOMEN ENJOY TRAVEL ON THE Challenger**



See the thrill-packed screen play "UNION PACIFIC": a Cecil B. DeMille production starring Barbara Stanwyck and Joel McCrea.

THE PROGRESSIVE

UNION PACIFIC RAILROAD

Road of the Streamliners and the Challengers

W. S. Basinger, Passenger Traffic Manager
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to _____
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UNION PACIFIC SERVES

California
Pacific Northwest
Sun Valley
Yellowstone National Park
Dude Ranches
Boulder Dam
Utah-Arizona National Parks
Colorado

● On Challenger trains, practically 70% of passengers are women. Among the many reasons for the popularity of the Challengers with women travelers are:

Registered Nurse-Stewardess service. These graduate Nurses perform many helpful services.

Low Cost Meals. Breakfast 25¢, luncheon 30¢, dinner 35¢ ... served in a smart Dining Car.

Modern Coaches. Reclining chair-seats ... soft blue night lights ... free pillows.

Special Coaches for Women and Children. On the California Challengers, women and children may ride in Coaches provided for their use exclusively.

Comfortable Challenger Sleeping Cars. Restful berths; about half the cost of Standard Pullman accommodations.

Attractive Lounge Car. Sleeping car passengers enjoy relaxation in this modernly-appointed car. Current magazines, free newspapers. Radio and refreshment service.

And You Save Money in Rail Fare When You Travel "The Challenger Way"

Challenger service is available between Chicago and Los Angeles, San Francisco, Portland, and other points along these routes.

WORLD'S FAIR



The Soviet pavilion, a \$6,000,000 investment (nip and tuck with General Motors), will be transported piece by piece to Russia after the Fair, re-erected permanently.

SOVIET WORKER TOWERS OVER FAIR

Russians love size. Russians also love art. The huge but beautiful Russian Pavilion at the World's Fair (above) which opened on May 17 is a happy combination of both. Atop a red-marble column, raising the lone star of Red Russia above exhibits built by American capitalism, stands a 79-ft. stainless-steel statue of the Soviet Worker. Only the Fair's own Trylon pokes its head any higher above Flushing Meadows. Inside the pavilion are vast exhibits—one of the world's largest paintings (53 ft. by 30 ft.), a 7-ton map, a 20-ton model of the Palace of the Soviets.

Unimpressed, however, with either the Soviet's immensity or the dedication speech of its Ambassador Oumansky was Britain's Fair Commissioner Sir Louis Beale, who fell fast asleep (below).



Sound asleep was Britain's Fair Commissioner Sir Louis Beale as Soviet Ambassador Oumansky warned Great Britain that "Russia does not beg for alliances."



"Human puppets" provide free entertainment daily at WPA exhibit. The "puppets" are trained to synchronize their facial expression with the action of arms and legs.

THE WPA BUILDING RAISES A RUCKUS

Last week, as controversy continued to gather over the newly completed WPA building at the World's Fair (below), the exhibit seemed destined to become the nation's No. 1 "boondoggle." Designed primarily to acquaint Fair visitors with the scope and efficiency of the WPA, the exhibit has thus far created the opposite impression. To build it, \$250,000 was appropriated. By the time the Fair opened the pavilion was incomplete and had already cost \$544,000 according to its engineers. Though characterized as a relief project, it was discovered that on one day only 17.7% of the men engaged in building it were relief workers. With the beauty of the building's murals, its free concerts, folk festivals and puppet shows (above), however, there was no quarrel.



The WPA building itself houses displays which show relief workers performing various projects. There are also models and pictures of larger relief projects, like bridges.

One of the Family

FOR OVER FIFTY YEARS

FAMILIES in the habit of having the *best* insist on Clicquot Club, and have for three generations. This fine old ginger ale is *flavor-aged*—the flavor-ingredients are allowed to blend and mellow at least six months before becoming part of this superb drink. Its wonderful sparkle, too, has made it a family favorite throughout the years.

In full, 32-ounce quarts and smaller sizes

CLICQUOT CLUB

PALE DRY...GOLDEN GINGER ALE
CLUB SODA

FIFTY YEARS A FAVORITE!

A FINE MIXER . . . CLICQUOT CLUB SODA

- Bonded carbonation gives this pure soda uniform liveliness and lasting sparkle.



"FAIR" WARNING!

PLAN YOUR NEW YORK WORLD'S FAIR TRIP THIS WAY...WITH HOTEL ACCOMMODATIONS ASSURED!



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Plan a glorious, *carefree* vacation at the New York World's Fair! Go swiftly, safely, comfortably—by rail...let American Express Travel Service help you get the most from the time and money you spend!

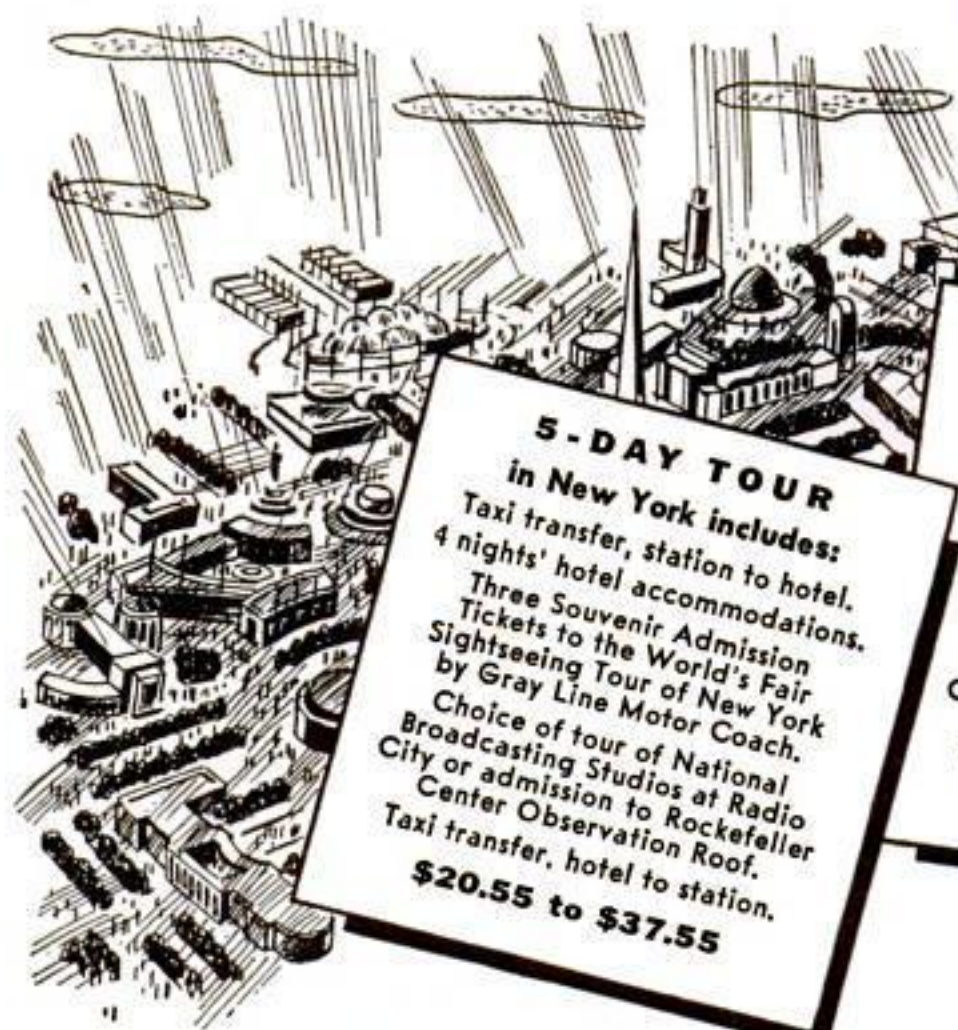
"Tailor-Made" Tours

Go by rail to New York's World's Fair—in modern trains, with none of the bother and strain of traffic congestion. American Express Travel Service offers you a choice of special services of from 2 to 7 days, or longer, in New York... "tailor-made" to fit your needs.

TOURS PROVIDE 2 TO 7 DAYS OR LONGER IN NEW YORK

Arrange Everything in Your Home Town!

Best of all, you can arrange everything in your own home town. Get full details from the railroad ticket agent where you buy your transportation. Plan now to go this economical, *carefree* way to the New York World's Fair!



2-DAY TOUR

in New York includes:

Taxi transfer, station to hotel.
1 night's hotel accommodations.
One Souvenir Admission Ticket to the World's Fair
Sightseeing Tour of New York by Gray Line Motor Coach.
Choice of tour of National Broadcasting Studios at Radio City or admission to Rockefeller Center Observation Roof.
Taxi transfer, hotel to station.

\$9.30 to \$13.55

3-DAY TOUR

in New York includes:

Taxi transfer, station to hotel.
2 nights' hotel accommodations.
Two Souvenir Admission Tickets to the World's Fair
Sightseeing Tour of New York by Gray Line Motor Coach.
Choice of tour of National Broadcasting Studios at Radio City or admission to Rockefeller Center Observation Roof.
Taxi transfer, hotel to station.

\$13.80 to \$22.30

4-DAY TOUR

in New York includes:

Taxi transfer, station to hotel.
3 nights' hotel accommodations.
Two Souvenir Admission Tickets to the World's Fair
Sightseeing Tour of New York by Gray Line Motor Coach.
Choice of tour of National Broadcasting Studios at Radio City or admission to Rockefeller Center Observation Roof.
Taxi transfer, hotel to station.

\$16.55 to \$29.30

5-DAY TOUR

in New York includes:

Taxi transfer, station to hotel.
4 nights' hotel accommodations.
Three Souvenir Admission Tickets to the World's Fair
Sightseeing Tour of New York by Gray Line Motor Coach.
Choice of tour of National Broadcasting Studios at Radio City or admission to Rockefeller Center Observation Roof.
Taxi transfer, hotel to station.

\$20.55 to \$37.55

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NATURAL HISTORY



Three to five eggs are an average season's clutch. Female here is settling down on the eggs; her mate throws head back, bristles neck feathers and clacks bill proudly.

A STORK FAMILY REARS ITS YOUNG

Though in North America the white stork appears only in the mythology of childhood, it is a real and beloved bird to the peoples of north and central Europe. On their rooftops where storks are welcomed as birds of good fortune, they build wooden platforms as foundations for the stork's nest. There this spring, after a winter in Africa, the tall red-legged birds are rearing another generation of their young. Among them, probably, are the young storks pictured here, whose upbringing from egg to first flight was documented last year through a telescopic lens by a photographer on a neighboring rooftop in Mecklenburg, Germany.

Hatched out, the downy young storks are sheltered from sunlight by the parent's wings. Their voracious appetites are satisfied with particles of insects and frogs.





Black wing feathers are first signs of plumage; soft down still covers the rest of the body. When they are full grown, the storks will be at least 3 ft. tall, weigh 7 lb.



Repairs on nest, a favorite stork hobby, fill in the time between feedings. First flying lesson before the young actually fly is demonstration of wing action (below).



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YOUR INTEREST can best be protected by having your dealer handle all the details of financing your new car through Commercial Credit service. Our twenty-seven year experience and the financing of millions of time payment transactions through local dealers has convinced us that this is true. Why not ask your dealer about this plan? He can arrange everything for you, at one place and at one time.

Rate Guaranteed— No Hidden Charges

When we handle your time payment transaction on any make of new car through your dealer, *we guarantee that the financing rate you will pay does not exceed \$6.00 per year per \$100* (50 cents per month) on your original unpaid balance plus charge for the insurance you receive, payable in 12 to 18 or more equal monthly instalments. Some states require a small charge for filing, recording or tax, which is added. This rate is available on any make of new car through acceptable dealers anywhere in the United States. No hidden charges for "investigation" or otherwise.

Real Insurance Protection

Your investment will be protected by an insurance policy or certificate sent to you by one of the largest insurance companies. This insurance will protect you against loss by fire—actual value; theft—broad form; collision—deductible type; and other accidental physical damage to your new car. *We guarantee that you will get exactly the coverage you pay for and will not pay any more for such insurance* than the regular published rates charged by the same insurance company for the territory in which you live.

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When you arrange with your local dealer to finance your new car through one of the 192 local offices in the United States offering Commercial Credit service, you are dealing with a group of local people trained to give you efficient, sympathetic and fair treatment. They bring additional funds into your community. If your dealer finances your new car through the office nearest to you this also assures you of preferred service from the other offices. Your dealer can tell you what this may mean to you.

Al Duncan
Chairman of the Board



COMMERCIAL CREDIT COMPANY
BALTIMORE

One of a series of open letters to the American Public appearing in 427 Newspapers and in National Magazines



Small boy at dancing class naturally feels worried. White gloves, blue suit and well-brushed hair rob him of all con-

fidence. The strange environment of small girls alarms him. The straight-backed chair makes him squirm. While wait-

ing for music to start, he tries to cheer himself by reflecting that in one hour he will get ice cream and gingersnaps.

Life goes to a Children's Dancing Class

where young Cleveland learns ballroom deportment

There are in the U.S. some 11,000 dancing schools with 2,000,000 pupils. Half of these are children, whose parents pay from 50c to \$10 a lesson. Most famed ballroom-dancing teacher in the U.S. is Evelyn Hubbell, onetime co-worker of Vernon and Irene Castle. Her 31 assistants, trained at the Hubbell Studio, run classes all over the East, which Mrs. Hubbell visits in rotation. Class shown here is in Cleveland. Among her famed pupils were all the young Roosevelts, most of the young Rockefellers, and children of the Crown Prince of Sweden. Mrs. Hubbell charges \$60 for 18 lessons.

Adult dances vary greatly from year to year. Children's dancing classes do not change. In a Hubbell class, boys wear white gloves, learn to bow. Girls learn to curtsy and, unlike their mothers, many of them have long hair. Jitterbug exercises are ignored. Pupils are taught waltz, fox trot, tango and deportment.



Shaking hands with Mrs. Hubbell starts class. The dancing class costume—bows in back for most small girls and blue suits for boys—has not altered in more than a generation.



Confidence is expressed by star pupil when Mrs. Hubbell calls for a solo of a new step.



Commiseration is offered by friendly partner when star pupil's offer is turned down.



Invitation to dance should be accompanied by polite bow, acknowledged by polite curtsy. Third couple above do this properly. Mrs. Hubbell's pupils range in age from 3 to 16.

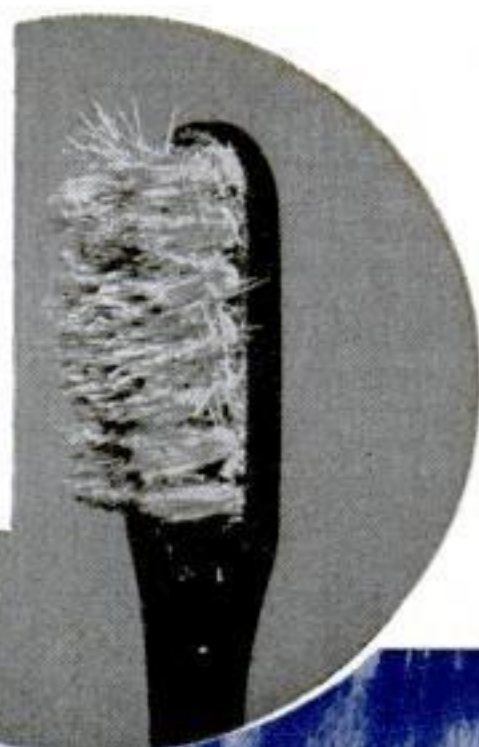


Friendly grin of the small girl above is good deportment. The averted gaze of her partner is deplorable. Little girls generally like dancing more, do it better than male contemporaries.

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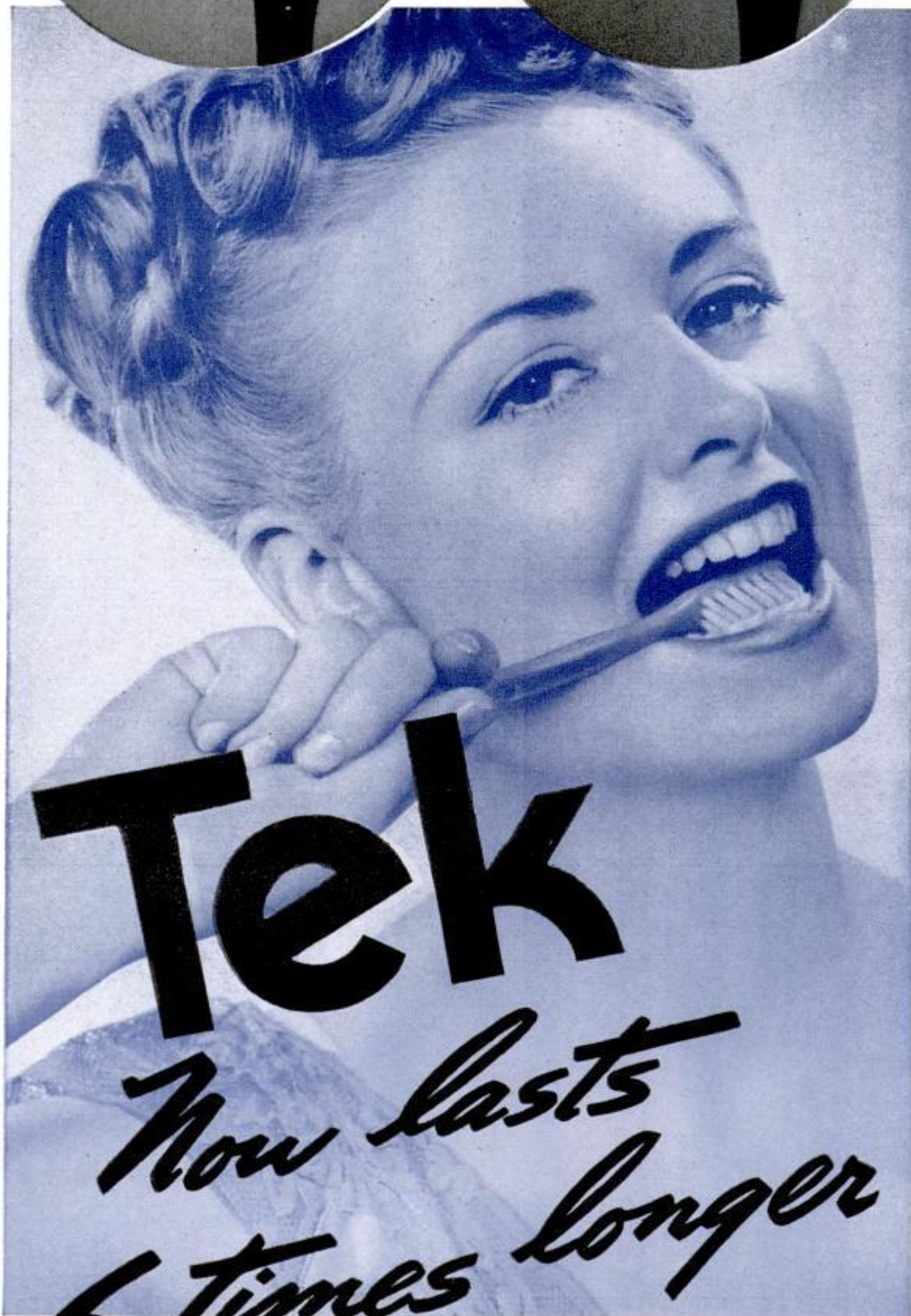
WORN OUT!

Here are fine quality bristles after our laboratory Wear Machine Test to determine the normal life of a good grade tooth brush.



STILL SPRINGY!

Here's the NEW TEK after testing on the same Wear Machine for a period 6 times longer than the brush at the left. Unretouched photos.



Tek

*Now lasts
6 times longer*

• Why is America saying, "Long live this new long-life brush!" America—the nation with the best-cared-for teeth in the world. What's the secret of this new Tek?

It's in the bristles! Genuine *natural* bristles, transformed by an exclusive process so that they keep their cleaning power *more than 6 times longer than before!* Not a waterproof coat-

ing that will wear off. But a permanently improved brush.

And you'll find this Tek so easy to use. Small, scientifically shaped, it cleans *both sides* of your dental arch and massages gums.

Today, at your dealer, in a new silver-and-blue carton. Tek, 50¢, Tek Jr. 25¢, Tek Professional 50¢. *Double Tek* (one brush for morning, one for night), specially priced.



Johnson & Johnson
NEW BRUNSWICK, N. J. CHICAGO, ILL.

Dancing Class

(continued)



Duty dance with Assistant Instructor Virginia Strother is required by class etiquette. Some dancing-class pupils develop a hatred for dancing which lasts a lifetime.



Stag-line members at Evelyn Hubbell's classes are taught to inspect prospective partners with enthusiasm. Blasé air of smallest stag above will soon be corrected.



Wall-flower technique is important for small girls. The girl above, watching boy cut in on colleague, makes a mistake in allowing her face to reveal her feelings.



Fat boy, sitting on chair next to thin girl, commits flagrant improprieties when he 1) edges her off her seat and 2) sits on his hand instead of politely clapping.

"Boys, keep your breath sweet...and you'll keep your 'sweet' breathless! Let WINT-O-GREEN LIFE SAVERS freshen up your mouth!"



"Now I know how Mr. Columbus felt. I've made a grand discovery of my own—the new BUTTER-RUM LIFE SAVERS! You try them."



"Do I like those BUTTER-RUM LIFE SAVERS? I'm cur-razy about their divine new butter-rum flavor!"



"Everybody's breath offends sometimes after eating, drinking, or smoking. Let LIFE SAVERS save yours!"

13 delicious mint and fruit flavors. Sold everywhere, 5¢

Yea Man

THEY SHOLY DO COME CLEAN SINCE
MONEL
CAME TO OUR HOUSE



The Monel tank in this
**RUUD GAS
WATER HEATER**
is guaranteed against rust
and corrosion for 20 years!

YEA MAN! Hot water that is hot! That's the kind this heater delivers for 24 hours in the day. And every drop is clean, clean, **CLEAN!** No rust-discoloration to stain your fine linens. No yellowish tint to make your bath as uninviting as a mud puddle. Because the tank inside that Ruud Gas Water Heater is made of solid, rust proof Monel.

Draw a big, black line under that word *solid*. It's important. It means a tank that is rust proof inside, outside and all the way through — not plated, coated or clad. It means a long-lasting, money-saving tank that is guaranteed against failure or leaks due to rust or corrosion for 20 years.

Today—take the first step towards trouble-free, economical hot water service. Investigate the Ruud Gas Water Heater with Monel tank guaranteed for 20 years. Your gas company, plumber or dealer in bottled or tank gas will be glad to tell you all about it. Write today for an interesting booklet "Go Gas for Hot Water". Remember, these heaters burn gas — the modern economical fuel. The International Nickel Company, Inc., 73 Wall Street, New York, N. Y.

See the Ruud and Monel Exhibits at the San Francisco Exposition and at the New York World's Fair.

2/3
NICKEL

+

1/3
COPPER

=

MONEL



MEND CROCKERY,
CHINA, LEATHER, WOOD,
GLASS, FABRIC, etc. with

Leaves an Invisible
Joint; Guaranteed to
Stand Boiling Water!

10¢ at 10c stores,
hardware, stationery
and grocery stores

TESTOR'S CEMENT
CRYSTAL CLEAR

STRONGER
THAN THE
MATERIAL MENDS

TESTOR CEMENT CO. "The House of Adhesives" ROCKFORD, ILL.

ROLL DEVELOPED
Guaranteed
8 PRINTS
**2 Beautiful Professional
ENLARGEMENTS**
ALL FOR **ONLY 25¢**

Very Quick Service!
Expert Workmanship!

PEERLESS PHOTO SHOP, Dept. 16, LaCrosse, Wis.



Beans
TASTE BETTER
WITH
A-1
SAUCE



For IVYPOISONING
To cleanse the affected
parts, allay the fiery itch
and gently stimulate healing

**RESINOL OINTMENT
AND SOAP**

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Contributions Editor LIFE Rockefeller Center, New York City

PICTURES TO THE EDITORS

"CAMPING'S FUN"

Sirs:

"Camping's fun . . ."
So said my husband when he took me
into the woods. This little picture story

reveals some of the highlights of our trip.

MARTHA BRADLEY
McLean, Va.



"AS A CHILD I LOVED TO WADE. BUT THIS IS CARRYING THINGS TOO FAR"



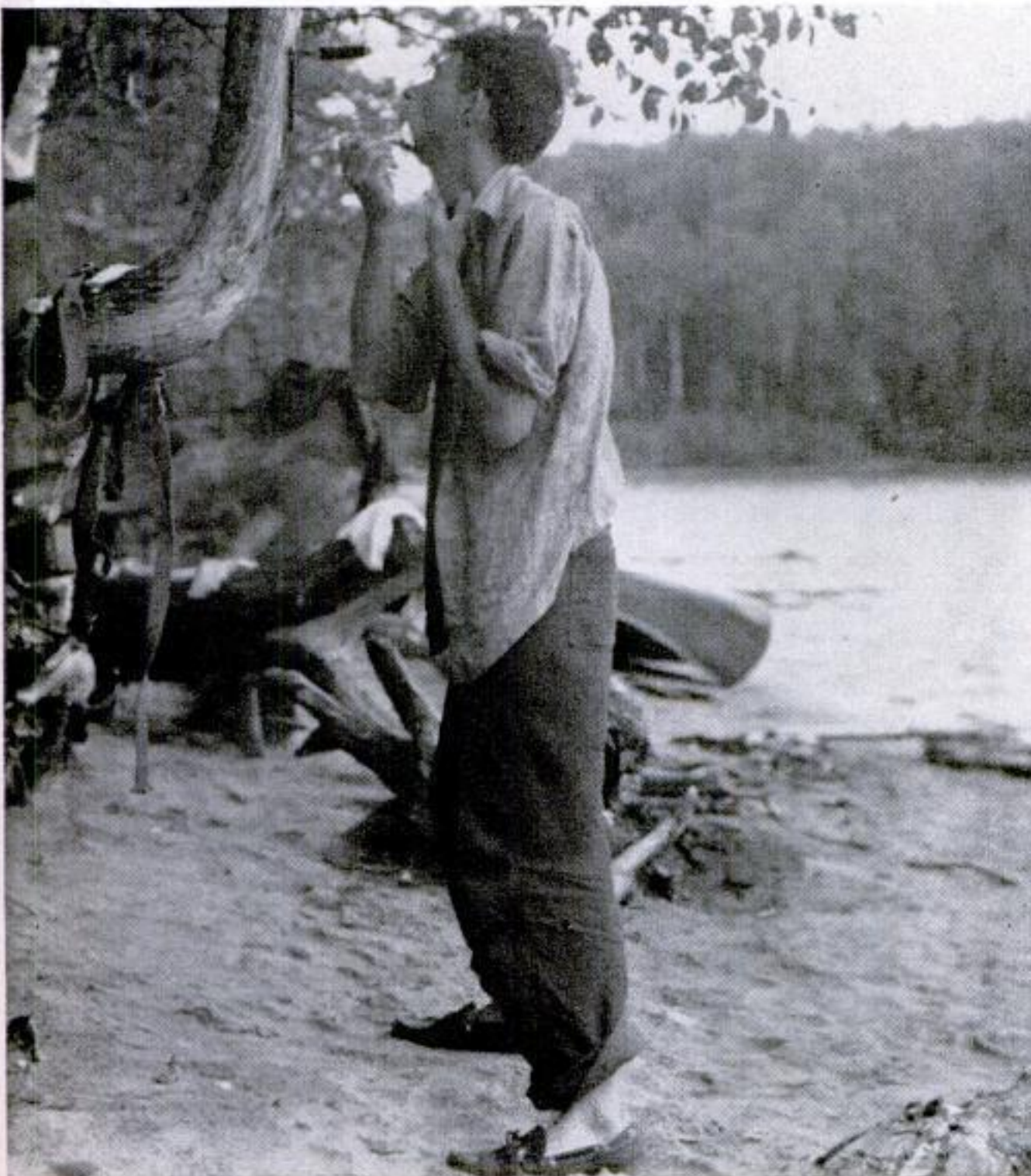
"INTO EACH LIFE SOME RAIN MUST FALL. DAYS MUST BE DARK AND DREARY"



"THAT'S BUD UNDER THE CANOE. HE THINKS HE'S HAVING A GOOD TIME"



"I AM VERY ALLERGIC TO INSECT BITES. AND ALL THE INSECTS KNOW IT"



"I WOULD BE UNGRATEFUL TO RIDICULE BUD'S ATTEMPTS TO BE BEAUTIFUL"



"HOUSEKEEPING IS SO EASY IF YOU JUST LEARN TO KEEP THINGS STRAIGHT"

You Can Taste and Feel The Difference

—when a Squibb double-action dentifrice brings quick refreshment to mouth, gums, and teeth.



Fight Acid

when you brush your teeth!

A **BONUS OF BENEFIT** is found in Squibb Dental Cream and Tooth Powder, which not only cleanse and polish safely, but neutralize harmful acids when they come in contact with them.

Acids, formed when food particles ferment in tiny crevices in and between the teeth, are a daily danger. They may attack enamel, and thus contribute to tooth decay.

Buy Squibb Dental Cream or Tooth Powder *today!* Use it at least twice a day. Use Squibb Dental Cream at night, to massage your gums. Allow it to remain to secure its full antacid benefit.

Fight acid when you brush your teeth!

You'll enjoy a new feeling of cleanliness... a glorious quick refreshment!

SQUIBB DENTAL CREAM

THE PRICELESS INGREDIENT OF EVERY PRODUCT IS THE HONOR AND INTEGRITY OF ITS MAKER

A Squibb laboratory control number appears on every Squibb container. It is evidence that the raw materials, steps of manufacture, and final Squibb product have been subjected to the severity of all Squibb tests.



IT'S SWIM TIME AND TENNIS TIME--



Take your choice of a good game or a grand dip—but wear the right outfit.

For instance—

Singles or Doubles—Choose the shorts suit, or the one piece dress, in fine white pique—superbly tailored, by Tom Boy. \$3.95 each.

Sold by—

Best & Co., New York and branch stores, and scores of other good stores throughout this, and foreign countries. For the name and address of the one nearest you, write **Straus, Royer & Straus, Inc.**, Baltimore, Md.

Skintite—The perfect fitting, figure moulding bathing suit that cannot ride up, stretch or sag. Laces up the side. In Everfast cotton prints or stripes—\$4.95. In Celanese satin—\$5.95.

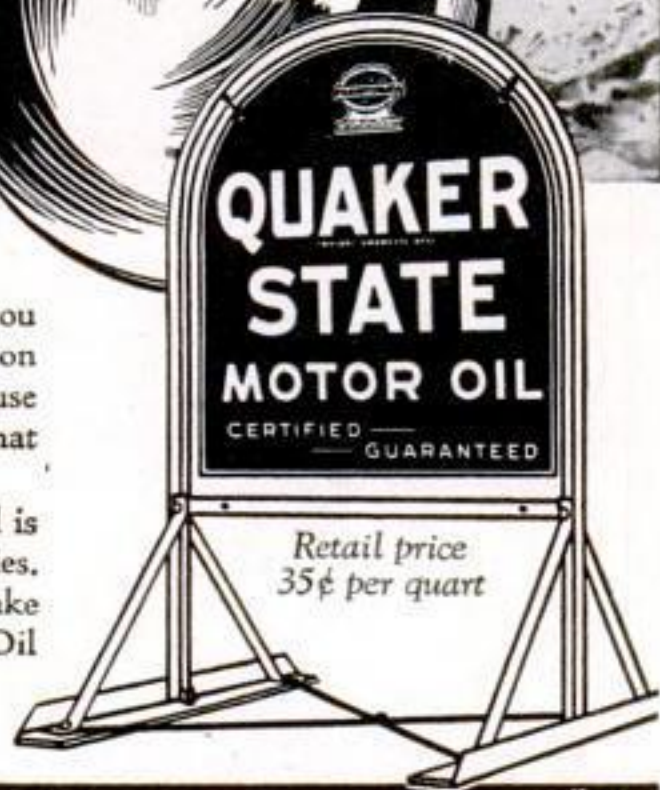
Oil Purity MEANS LESS REPAIRS!



Mt. Rainier

One repair bill, due to faulty lubrication, can cost you more than all the oil you would buy in a year. Based on the experience of millions of car owners, the regular use of Acid-Free Quaker State is the safest insurance that you can buy against unnecessary repairs.

Every drop of Acid-Free Quaker State Motor Oil is rich pure lubricant, scientifically freed of all impurities. The regular use of *Acid-Free Quaker State* will make your car run better, last longer. Quaker State Oil Refining Corporation, Oil City, Pennsylvania.



PICTURES TO THE EDITORS

(continued)

23 YEARS OF GLOOM

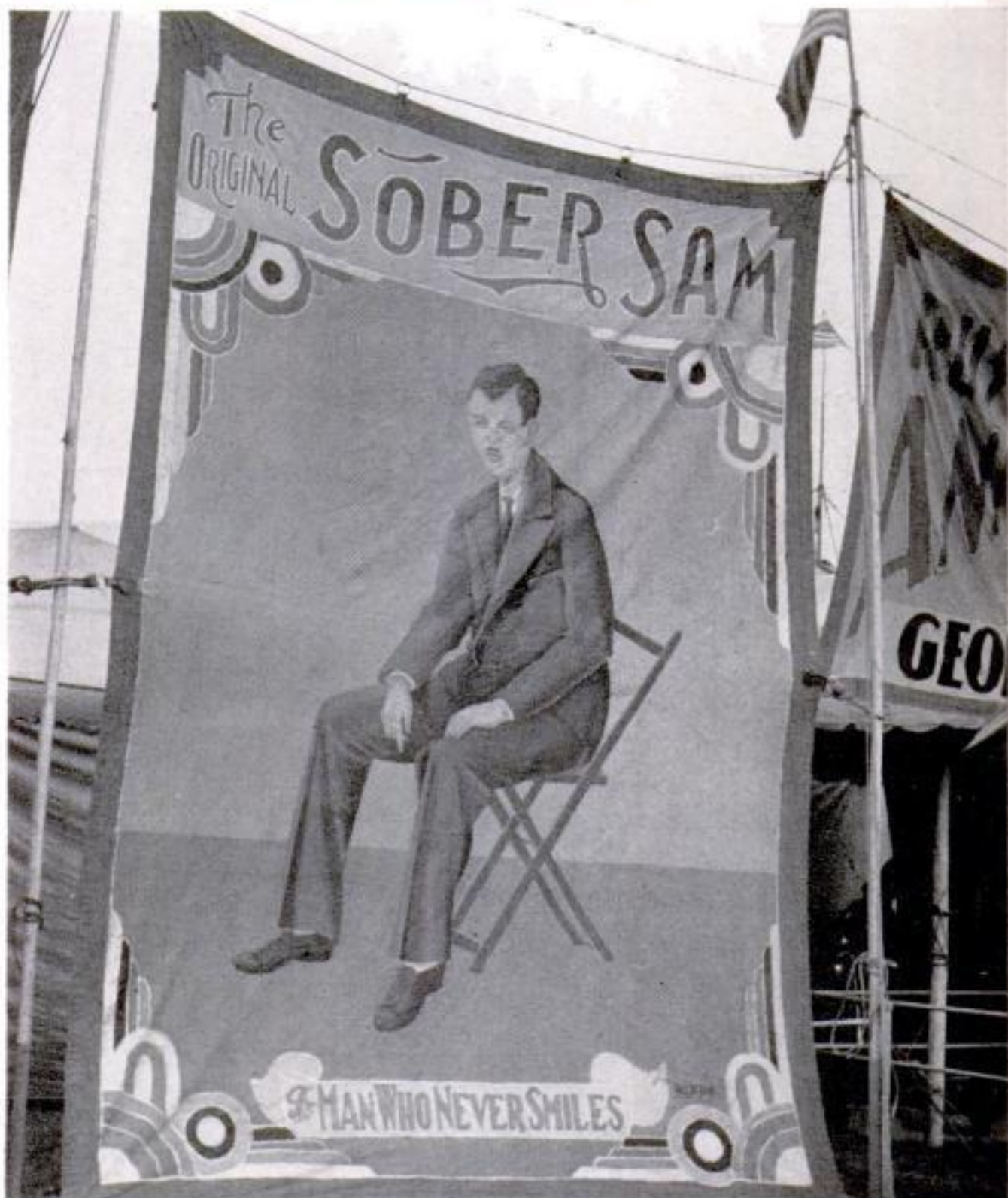
Sirs:

When Russell Brothers' Greatest Show on Earth played here, the hit of the circus was "Sober Sam, The Man Who Never

Smiles." A \$50 prize was offered to anybody who could make Sam laugh. Hundreds of people tried, told jokes and made faces. But Sam just got glummer and glummer.

GILBERT PRATT

Rolla, Mo.



SAM IS A SIDESHOW STAR BECAUSE HE HAS REFUSED TO SMILE FOR 23 YEARS



SAM SAYS HE IS GLOOMY BECAUSE HE BROODS OVER HIS UNHAPPY CHILDHOOD

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Years ahead!

HOOVER Keeps Colors Fresh

Reg. U. S. Pat. Off.
CLEANING ENSEMBLE



That fresh, clean look in a room is the most modern look of all.

It stimulates gay, warm-hearted living. It gives you confidence and pride.

Eighty per cent of the dirt in your home is in the floor coverings. It may not show on the surface but accumulates at the base of the nap, gradually gives the rug a dingy, defeated look—and gnaws away at the fibres, when rugs are tramped on.

This embedded grit cannot be removed by ordinary cleaning devices.

The Hoover Cleaner has a unique and patented method of removing this hidden dirt and keeping that fresh, modern look. It is called Positive Agitation. It is as gentle as a kitten and as thorough as a G-man. A representative of one of your leading local stores will demonstrate and explain it to you.

The Hoover is a complete cleaning ensemble. It does the whole job—rug, draperies and upholstered furniture—wherever dirt is.

Don't be deceived by devices that are primarily designed for cleaning upholstery and draperies—which contain only 20% of the dirt.

Get at the heart of your cleaning problem with the cleaner which for 32 years has led in rug-cleaning efficiency and which is the choice of 5,000,000 women who are proud of their homes. THE HOOVER COMPANY. Factories: North Canton, Ohio; Hamilton, Ontario.

Illustrated—new Ensemble in Brown—with cleaning tools in handy kit—\$1.25 a week, payable monthly. New Hoover 305—for as little as \$1.00 per week, payable monthly. Also the de luxe Hoover Model One Fifty.



Coral walls, yellow satin curtains. Carpet, gray-green. Sofa, beige-brown stripes. Furniture in blonde woods with French feeling. Bergère upholstered in yellow satin-striped fabric. (Chair and coffee table from Jacques Bodart. Sofa from Charak. Rug from V'Soske Shops.)

FREE COLOR CLEANING
of one rug and one piece of furniture.
Phone your dealer for this free test.

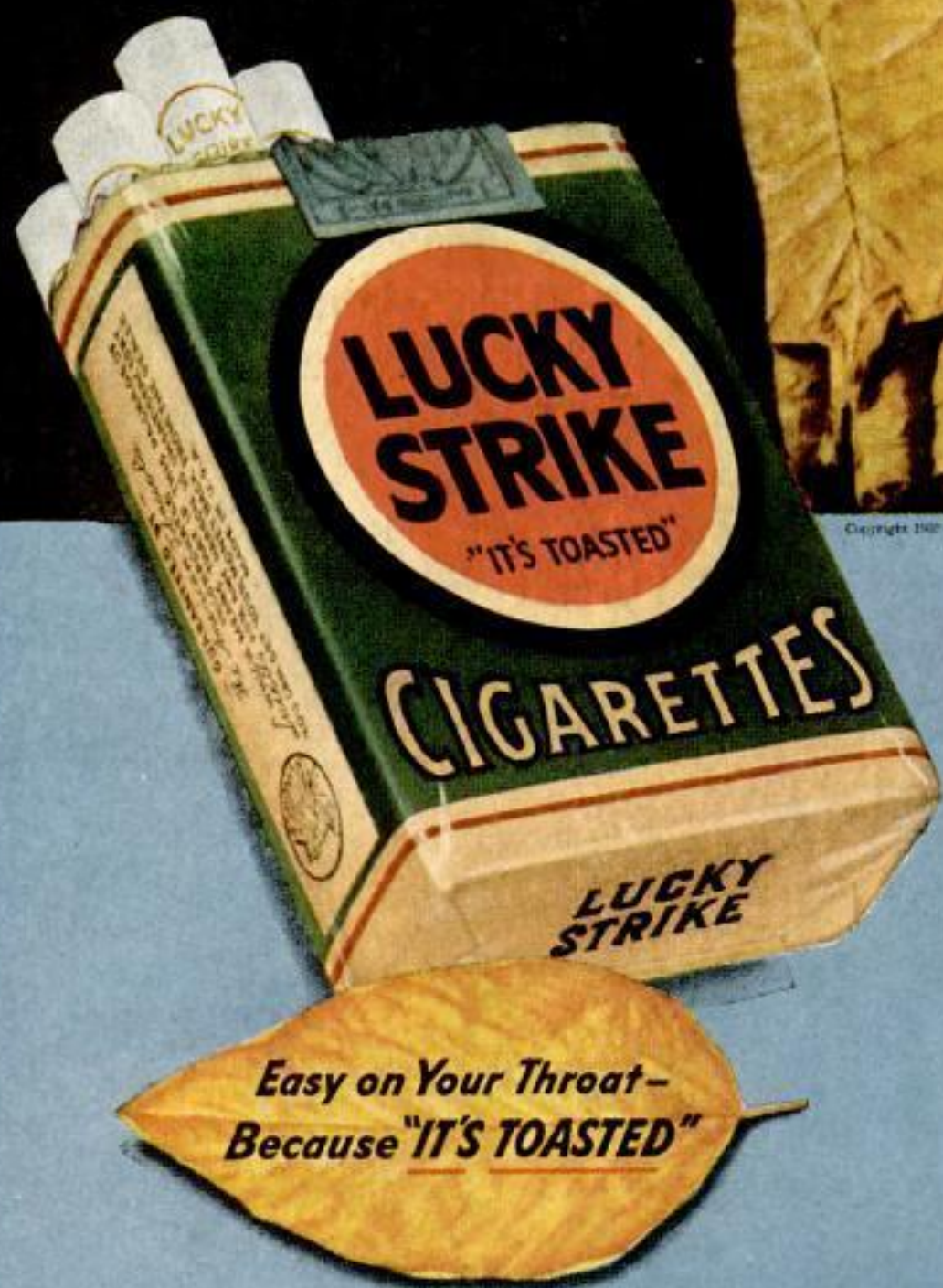


WITNESSED STATEMENT SERIES:

An Authority

ON TOBACCO QUALITY

Joe Cuthrell, auctioneer, says: "Tobacco's getting better, and Luckies always buy the finest. I've smoked them 6 years." Sworn records show that among independent tobacco experts—auctioneers, warehousemen and buyers—Luckies have twice as many exclusive smokers as have all other cigarettes combined.



Have you tried a LUCKY lately?

LUCKIES ARE BETTER THAN EVER. They are better than ever because new methods developed by the United States Government and the States have helped farmers grow finer tobacco in the last few years. And, as independent experts like

Joe Cuthrell point out, Luckies have always bought the cream of the crop. Aged and mellowed from 2 to 4 years, these finer tobaccos are in Luckies today. Have you tried a Lucky lately? Try them for a week and then you'll know why...

WITH MEN WHO KNOW TOBACCO BEST—IT'S LUCKIES 2 TO 1